

Gift Guide

U. S. Patent Office

NOV 6 1956

Design Division

1957

Bancroft's

2170 SO. CANALPORT AVE. CHICAGO 8, ILL.

To receive
a gift
is truly
a pleasure

But isn't
the giver
receiving
the treasure?

RETURN TO

DESIGN DIV.



Gay Parade Of Holiday Greetings! CHRISTMAS CARDS ON DISPLAY

Prancing reindeer and sleigh parade across mantle, wall or window showing off your most treasured holiday cards. Impressive wrought iron rack holds up to 144 cards—so each can be seen. Add extra holders for unlimited capacity. 40" long, folds for storage. A 7346, Complete with 5 hanging rods **\$2.00**
A 8375, Extra Hangers (Each holds 12 cards), 6 for **\$1.00**



7000 Fingers Automatically Scrape Mud Off Shoes YOUR OWN PERSONALIZED DOOR MAT

Distinguish your front doorway with this king-size curious Doormat. Molded permanently in huge letters is your family name, or first names like "The Lucille". Limit of 13 letters and spaces. Has 7 live rubber scraping fingers, and is self-draining—thick. Comes in Red, Green, Blue or Black with Ivory lettering. Specify color and names desired. DA 3692. . .



Your Child's Name on WATERPROOF MITTENS

Can't get lost! Can't get wet! Plastic coated . . . watertight . . . flexible! Hand-lettered with any child's first name so they can't get lost. Fleece jersey lined for extra warmth and comfort. Specify Red, Blue or Brown; give age for size. PA 8362, Mittens **\$1.00**; PA 8363, Gloves **\$1.50**



Hear The Jingle Of The Bells! MUSICAL CHRISTMAS APRON

Add a gay, holiday touch to your Christmas wardrobe. Bright red cotton Apron has 3 clusters of golden bells that ring a cheery "jingle" with every movement. Wear it to greet holiday well-wishers with a merry hello in pleasant, resonant tones. Bells remove for washing. A 7251 **\$2.50**



"Rock And Roll" Piggy JINGLE BELL COME-BACK TOY

He glitters and jingles, rocks and rolls and always comes back to baby! Piggy always stands right-side-up as he rolls across the floor—and regardless how hard you push him away, he always comes jingling back. Child loves the adorable little piggy in his glittering plastic cage. 3" x 4". A 6187



Personal Greetings From St. Nick! SANTA TALKS TO YOUR CHILD . . .

. . . and calls him personally by name! Imagine the thrill your child will receive when Santa speaks directly to him. Santa talks about being good, discusses reindeer, etc. See the excitement when he sings "Jingle Bells" with Santa and his helpers. Each name is individually recorded. Unbreakable plastic record plays for years. State child's name. DA 4698. **\$1.00**



Revolutionary! Self-Powered! Portable! ELECTRIC VACUUM CLOTHES BRUSH

No electric outlet needed! Just a flick of a finger and this sensational Portable Vacuum Clothes Brush sucks dust, dirt and lint into its removable collecting bag. Put ordinary clothes brushes to shame! Cleans upholstery, draperies, venetian blinds—goes where large vacuum cleaners can't. Carry it with you for car seats, clothes, etc. Operates on standard batteries. A 7899. . . . **\$2.50**

Bancroft's



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This
Bancroft Gift Catalog
Is a Treasure House
Of presents bright and gay
And Gifts For Everyone—
At Home and Far Away

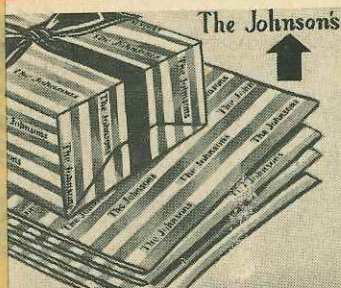
This Catalog
Is The Place To browse
When you have time to spend
In Search Of
Something Unusual
For A Relation or A Friend!

It's Easy to Figure Reduced Postage

Just choose the items you want, total your order, refer to chart. Add amount shown to your order and include with remittance. This small amount pays only part of the delivery cost, as we pay the difference.

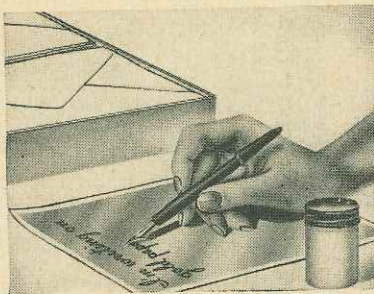
If your order amounts to:
\$.50 to \$1.00.....add 15c
\$1.01 to \$2.00.....add 20c
\$2.01 to \$3.00.....add 25c
\$3.01 to \$4.00.....add 35c
\$4.01 to \$5.00.....add 45c
\$5.01 to \$6.00.....add 50c

\$ 6.01 to \$10.00.....add 60c
\$10.01 to \$15.00.....add 70c
\$15.01 to \$20.00.....add 85c
\$20.01 to \$25.00.....add 95c
Over \$25.00—we pay
postage



Your Name Appears 18 Times On PERSONALIZED GIFT PAPER

Give your Christmas and year-end gifts glamorous coverings that are "personally yours." Your NAME appears 18 times in luxurious gold on each 20"x30" sheet of silver striped paper... makes no wonder "what's in this beautiful package!" Please print name.
A 8752, 5 Sheets\$2.95
A 8753, 10 Sheets\$4.95



New Exclusively at Bancroft's! GOLD STATIONERY... WHITE INK

Be different! Have a rich new look to your correspondence. Write on exquisite Gold stationery with a specially formulated white ink and pen (included). Classic white border richly offsets luxury of 24—8"x6" gold sheets with 24 white vellum envelopes. A 8763, Plain.....\$2.95
DA 8764, With any 3 line personalization in delicate script.....\$3.95



Musical Wedding Invitation Frame PLAYS THE "WEDDING MARCH"

Kind of sentimental about that wedding invitation? Keep it safe for always—make it into a gay conversation piece—within this musical frame. "Here comes the bride..." plays merrily when you turn a concealed key. Hand-rubbed mahogany frame, 4 1/2"x7 1/2". Just send us the card, we'll do the rest.
DA 8561\$7.95



Herald Christmas From Your Front Lawn THE THREE WISE MEN IN FULL COLOR

A most fitting symbol for your home this Christmas season! Of heavy weatherproof, methyld-methacrylate plastic; decorated in vivid colors that stay brilliant year after year. Great guests with friendly hospitality. Pointed stakes anchor firmly in soil or mount on house, post, gate. Use indoors, too—around Christmas tree, etc. Each figure stands over 27" tall. SA 6227, Complete set of 3. **\$3.95**
Three Wise Men, Lighted. Same, but with bulbs, cord, reflectors. Makes a beautiful setting at night.
 SA 6228, Complete **\$5.95**



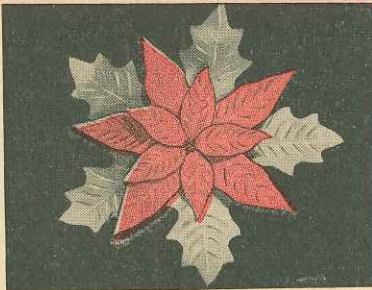
Bancroft's Guaranteed Grab-Bag—You Can't Lose! SURPRISE MYSTERY PACKAGES

Value of values; you get unique samples from all over the world that we don't have space to use. PLUS items from regular stock, of which so little is left we can't recatalog them. All brand new; All at 1/2 price.
 SA 3549, Adult Box (Worth \$6.00) **\$ 2.98**
 SA 3550, Children's Box (Worth \$4.00) **\$ 1.98**
 SA 3551, Big Adult Box (Worth \$12.00) **\$ 5.98**
 SA 3552, Giant Adult Box (Worth \$22.00) **\$10.00**
 SA 3553, Super Child's Box (Worth \$10.00) **\$ 5.00**
 SA 3559, Super Adult Box (Worth \$60.00) **\$25.00**



Personalized For Your Child MAGIC NAME CARPET

A-whisk, a-whirrah, and away! The magic passport to identity and importance for your child. His very own name and favorite animal are woven in brilliant colors on this 22" x 33" high-pile washable chenille rug with loop borders. Specify Bear, Lamb, or Elephant design; White, Yellow, Rose, Blue or Tan rug. Name contrasts. DA 8407. . . **\$5.95**



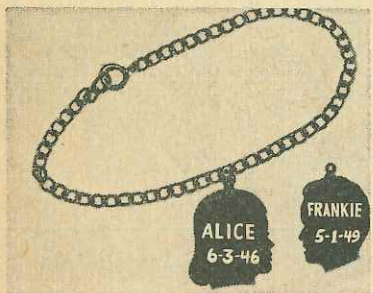
Dramatically Different . . . GIANT VELOUR POINSETTIAS

You'll love it—how with one bold deft touch of color you can dramatize your picture window, mantle, door or wall, and gayly say "Merry Christmas." Use these poinsettias from year to year, too, as they're weather resistant plasticized paper, with velvet-smooth velour flocking. A 8754, Huge 24" size. **\$5.50**
 A 8755, Giant 36" **\$2.00**



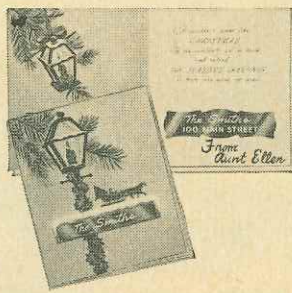
They're Made To Go Together . . . RED VELVET HAT AND PURSE

Little Miss knows what's chic, too! She's sure to beam her approval on this fashion duo. Doubly so, because the hat is in her favorite color and material . . . bright red on soft velvet . . . and spiked with a gorgeously fluffy white pom-pom on the side. Matching bag is handle style to wear on her arm. 2 or 3 to 7 years old. A 8609 **\$3.95**



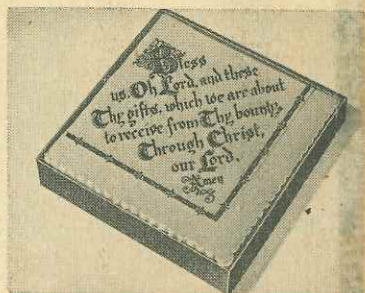
Let The Bracelet Tell . . .

How many children do you have . . . boys or girls . . . what are their names, ages? This bracelet tell all . . . so delightfully tells all about your family. Charms are boy or girl silhouettes engraved with child's name, birthday. Shimmering gold or silver. Specify boy, girl, name, date. DA 8765, Bracelet. . . **\$1.10**
 DA 8766, Boy or girl, each. . . **\$1.10**



Name Plate Christmas Card!

A festive greeting card that really carries a unique message. Imagine the joyful surprise when they see their own name and address finely engraved on a brass name plate that delightfully peeks through front of card. Detachable plate can be mounted by front door bell, on mailbox, etc. Give name, address. PA 8608, Each **\$1.50**



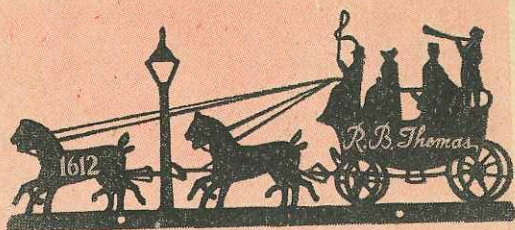
Grace Napkins for Your Table

The best sauce for food is appreciation of our blessings. Give thanks for bountiful times by hallowing the dinner table with these discreet paper Grace Napkins. Printed in grey and crimson, they win admiration from adults, respect from children. Appropriate for church buffets and dinners. A 7231, Package of 50. . . . **\$1.00**



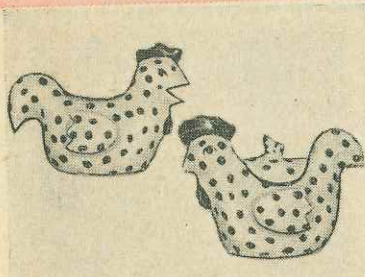
Make A Lovely, Colorful Christmas Setting 30-PC. OLD FASHIONED ICE SKATING PARTY

Mama and Papa sit bundled up in their sleigh as their snow-ball flinging sons frolic among the snow, and their neighbors from the local village whirl and swirl across the ice. So life-like, you can almost hear their festive laughter and the happy tunes of the music makers. Authentically clothed in the mid-eighties costumes, they're hand painted in life-like color on both sides by skilled German artisans. Scaled to size figures make an unusual holiday setting around the tree, on mantel or table. Complete . . . even to the pot-bellied stove. A 7594, 30 piece set. **\$3.95**



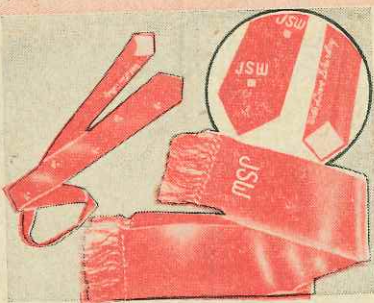
Name And House Number G-L-O-W In The Dark! PERSONALIZED "MIDNIGHT COACH" SIGN

Family name and house number can be seen DAY or NIGHT! Artistically hand-lettered "Coach" Sign adds friendly warmth to your home—helps guests find it, too. You'll proudly display it on your lawn, house, mailbox, post or tree. Easy to install, it adds distinction that can be seen from afar. Durably fashioned from sturdy, weatherproof methyl-methacrylate with rich black hammered crinkle finish. Over 15" long and 5 3/4" high. State name and address. PA 3664, Complete **\$1.00**



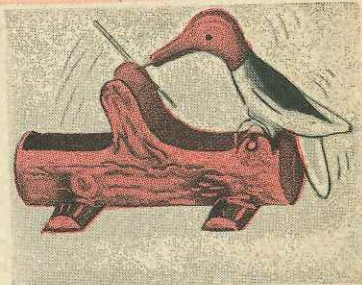
Here's a Speckled Pair to Serve You POLKA DOT SUGAR & CREAMER

Seeing spots before your eyes? That's natural in the case of this clever polka dot sugar and creamer set, 'cause they're put there on purpose. They're made to be conspicuous, to attract attention to your table. Hen and rooster, in white porcelain with black dots. Sugar is 4 3/4" x 3 3/4", creamer 4 1/2" x 3 1/2". A 8569, Set. . . **\$1.00**



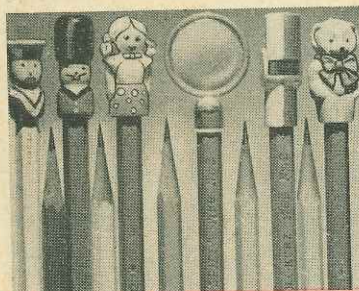
To Show You Love Him . . . PERSONALIZED NECKWEAR

Distinctful personalization combined with finest nylon and acetate materials make this tie and muffler true gifts of sincerity. His initials (or short first name on tie) are beautifully hand-painted in contrasting color patterns. Tie and Muffler are in luxurious Navy, Maroon, or Silver Grey. DA 8486, Tie **\$3.00**
DA 8487, Muffler **\$5.00**



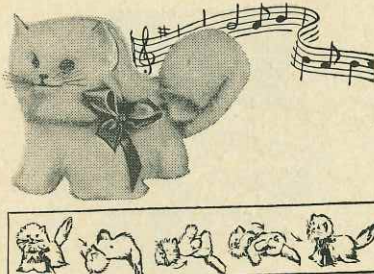
Bird With The Automatic Beak WOODY TOOTH-PICKER

Just push my head down and I'll pick up a toothpick or match with my beak, one at a time. And I'm so sanitary, too! Bright cherry red and white plastic. Just fill the log with toothpicks, matches or anything else you want "Woody" to pick up. Gets table conversation started every time. 4" wide. A 1420 **75c**



Imported Piccolo Pencils

You've never seen pencils so unusual. It's really a pencil circus with clowns, teddy bears, pixies, fat men, soldiers, magnifiers and whistles sit atop these pencils. Each is hand-made—each is a personality unto itself. Valued as collector's items . . . and wait 'til the children get ahold of them. Set of eight pre-sharpened. A 7452 **\$1.00**



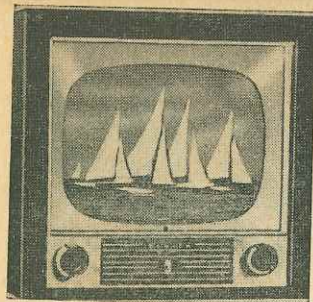
Tuneful Tabby Tumbling Cat

A twist of her tail and over Tabby rolls—into everyone's hearts! A concealed Swiss music box plays merrily as the fabulous feline goes tumbling through life-like motions. Of real cuddly rabbit-fur; she wears a petite embroidered smile, has wispy whiskers, a daintily tied bright bow and enchanting innocent blue eyes. 8" tall. A 8551 **\$4.95**



Personalized Marriage Medal

Sterling silver medal is an affectionate token for husband to give to wife or vice versa. On front we engrave number of wedding bliss years . . . name of the donor, donee, and full date are on reverse side. 1" in diameter. DA 8760, Medal, Only. . . . **\$5.50**
DA 8761, with Bracelet. . . **\$6.60**
DA 8762, with Key Chain. . **\$7.70**

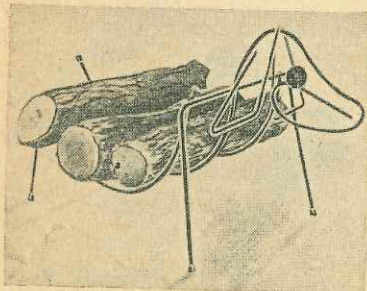


**ENJOY
COLOR
T.V.
NOW!**

No Special Wiring Needed TV COLOR FILTER

Don't wait! Rapturous, like-life color is yours . . . NOW! Startling new color filter gives drab black and white screens soft, natural, enchanting color — easy on the eyes. Reduces glare, cuts snow. No mechanical or electrical wiring attachments necessary; simply install by placing over front. Sit back, enjoy a new adventure.

A 3910, 12" . . . **.69c** A 3913, 20" . . . **\$1.25**
A 3911, 14" . . . **.79c** A 3914, 21" . . . **\$1.50**
A 3912, 17" . . . **.89c** A 3915, 24" . . . **\$1.75**



Logs, Magazines Kept Neatly On DOG LOG CARRIER

Not the "doggie-in-the-window" . . . but just the same you'll want to give this cute canine a home. His clever trick is to stand by your fireplace, faithfully holding a supply of logs! That is—unless you want to "stack" him with the family supply of magazines. Size is 11" x 15" x 26". Black satin wrought iron.

SA 8431 **\$4.95**



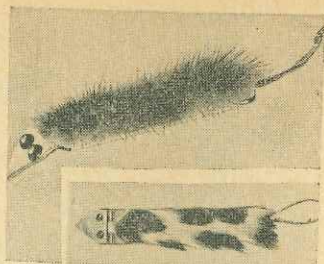
Drink 'n Snack Holder

Nicest thing about modern living is the new conveniences that make serving a pleasure. Take these cozy plastic coated Drink 'n Snack Coasters for instance. What's more wonderful than a cool, bubbling drink surrounded by tasty ice cream, cookies, or other snacks? No saucer to juggle—one hand is always free. A 7059, 10 for. **\$1.00**

Page 6

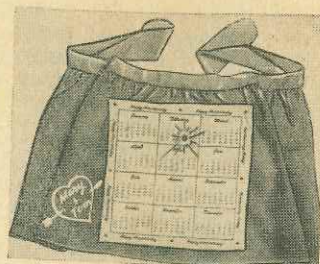
Crazy, Man, Cr-a-zy! MINK BOTTLE OPENER!

"If gifts you're giving, and you really have to think . . . Don't give it a thought—just give the lady MINK!" Genuine Mink! Who cares if it's for opening bottles. It's MINK! She'll love you for it. JA 8304 **\$1.00**
Leopard Opener (for those who have Mink).
JA 8305 **\$1.00**



Personalized REMEMBRANCE APRON

Personalize that Special Day! Remembrance Apron says Happy Anniversary in an unforgettable way . . . two first names are lettered in cupid's heart. Flaunts brilliant rhinestone clip that attaches to day you want remembered. Calendar is large pocket. Washable grey percale. PA 8177 **\$2.95**



Made To Your Order . . .

PERSONALIZED SERVING TRAY

When guests arrive, surprise 'em with your own personal touch of hospitality. You and spouse's first names are artistically hand-painted under Gay Nineties design. Your last name inscribed as shown. Ideal for all serving. Colorfast durable metal tray wipes clean with a damp cloth. Raised lip side for easy carrying. 9"x15". Specify names. DA 8496 . . . **\$1.98**



Sad, But True . . .

"FLOORWALKERS" SHAKER SET

Here's a hilarious gift for new or prospective parents . . . dad replete with bags under eyes, mom completely disheveled, the new heir bawling for his 2:00 A.M. bottle. Friends roar when they see them, are amazed when one pours salt; and the other pepper. Full-color ceramic in realistic detail. 4" high. A 8077, The Set **\$1.00**



Magic Electric Table Fountain

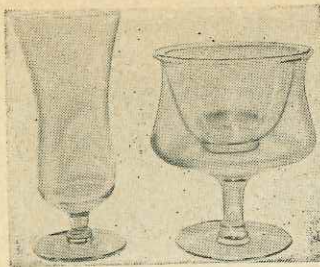
If you have an eye for beauty . . . this will be a joy to you! Plug in this centerpiece and, presto! it is a magic garden fountain, delightfully spraying water. Fill the bowl with fresh flowers for extra fragrance, or leaves or stones. Serves as an excellent humidifier, too. Uses same water over and over. Bowl is richly finished gold aluminum. 16" dia. JA 8444 **\$29.95**



Personalized Half Cups

Watch your guests' eyes pop when they ask for "half-a-cup-of-coffee" and you give it to them! These are real jumbo full-size cups cut in half. Made of highly glazed hand decorated ceramic with the words as illustrated above. Personalized with any family or first name. PA 4969, Each **\$1.25**
PA 4970, Set of Four **\$3.95**

SIT BACK, RELAX, and SHOP from the comfort of your easy chair



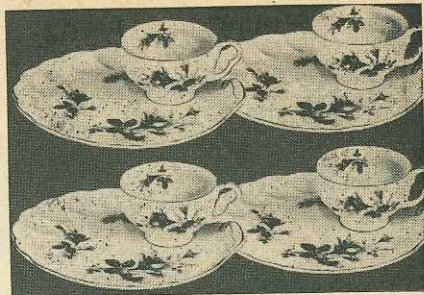
Elegance In Shining Crystal! PARFAITS AND SHRIMPERS

So lovely, they seem to make the food taste even better. Lustrous shrimpers have large goblet for crushed ice, inner bowl for sea foods or fruit. 7 oz. parfait glasses make delightful desserts. Either monogrammed, add \$3.50 per set to price below. A 7940, 8 Shrimpers \$7.95 A 7941, 8 Parfaits . . . \$4.50



Amazing Resurrection Plant IT LIVES IDEFINITELY!

Mystifying! Everlasting! Place in a bowl of water . . . it blooms in 3 to 5 days. Let dry up and it appears to wither and die. Months, years later place it in water again and it comes to life—a beautiful green fern plant. It's the most amazing plant you've ever seen. Use it over and over. A 5852, Set of 3 \$1.00



For Gracious Serving . . .

MOSS ROSE COFFEE 'N CAKE SET

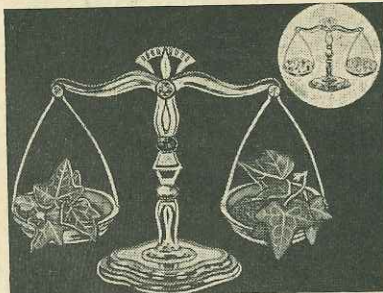
Utterly bewitching Moss Rose china in an ever-so practical new set for serving coffee and cake or sandwiches. Unusual oval-shaped plates have specially recessed holders for the cups. No more spilling while juggling cups and plates from knee to knee. Delicately colored roses are artistically etched on snowy white china offset by a sparkling gold trim on cups and saucers. Service for 4 includes 4 cups, 4 plates. A 7841, Set . . . \$3.95



Tastiest Treats Ever!

IMPORTED SURPRISE COOKIES

A variety of surprisingly different treats direct from the kitchens of Switzerland. Pass 'em around for all to enjoy . . . taste buds will delight to discover fillings of almonds, nuts, chocolates, crushed nuts, or the decidedly different tang of imported semi-sweet chocolates. Ideal for unexpected guests. A 8488, Box of 24 . . . \$1.00



For Candy, Nuts, Flowers, Etc. BON BON SCALE

To really "do justice" to your party servings, this lovely Bon Bon Scale is the perfect answer—that's the jury's verdict! Beautiful goldtone finish candy or cookie server has removable dishes—looks "just right" anywhere—dining table, coffee table, mantle, etc. Fill with flowers for a breath-taking centerpiece. 7 1/2" tall. A 8507 . . . \$1.98



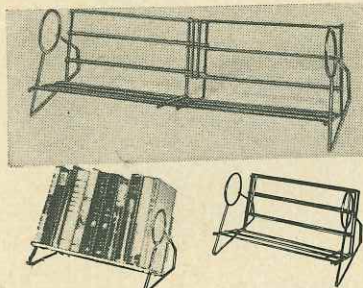
Rare And Clever Import! 3 KITTEN PITCHERS

Kittenly cut—and so useful to boot! This glazed ceramic trio will win your affection with their hand-painted olive-green faces and perky pink ribbon bows. They'll serve up your syrups, hot butter, sauces, etc. . . or become tiny planters, cigarette or pencil holders. Are 1/4, 1/2, and full cup. A 8415, Set of 3 . . . \$1.50



15 Miniature Potted Flowers—\$1

So life-like! So lovely! They look like fresh-cut garden flowers—but they're really delicately hand-made miniature flowers in true-to-life colors. Roses, peonies, petunias, etc.—each one "planted" in a different colored flower pot. Perfect as place cards, table decoration, on mantle or shelf. Plastic. 3" high. A 8477, 15 for . . . \$1.00



E-x-p-a-n-d-a-b-l-e Book Rack

There's always room for one more . . . on this book rack. It grows as your library increases. Opens from 12" to 24"—holds up to 20 books without wobbling, or bowing in middle. Handy for home, school or office. Keeps desk, table clear of books that you don't know where to put. Brilliant gold plated finish, smart styling. A 8613 . . . \$3.95



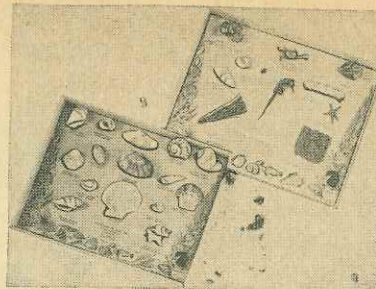
Personalized Ring Salt & Pepper Set

A lovely double ring ceremony! And it's replete with the ring bearers pillow. Remove the rings and one pours salt, the other pepper. On the base we'll artistically hand letter in 24 Kt. Gold any two first names and wedding date. A household treasure of beautiful ivory and gold ceramic. A valued remembrance. PA 6014, 3-Piece Set . . . \$1.50



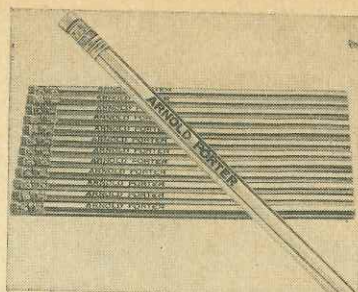
For Dogs Of Distinction . . . PERSONALIZED DOG JACKET

Streamlined and sleek, this jacket makes Fido, canine fashion-king. Heavy felt to stop wind and chills; cinch belt holds firmly to dog's body. Special pocket holds his own hanky. Specify red or blue coat, name up to 8 letters. Measure pooch from neck to base of tail, comes in 10-12-14-18" lengths.
DA 8650 \$3.95



Collections You'll Treasure WONDERS OF THE DEEP

Educational, colorful — real and intriguing as the sea itself! Wonders Of The Sea Set has rare Seahorse Fiddler Crab, Starfish, Snail, Coral, Sponge, etc. "Listen to the Sea" Shell Set has Pelican's foot, White Pointer, Dolphin, Hump-Back, Pink Scallop, and many more clean, hard-to-find shells. A8713, Sea Wonders; A8714, Shells; Each \$1.00



A Gift That Says "Just For You" PENCILS WITH NAME IN GOLD

It's quite a feather in anyone's cap to own these handsomely personalized pencils with their name stamped in gold. They're gift-boxed, too, ready to send. Fine quality pencils with smooth, soft No. 2 leads and pure rubber erasers, or different colored lead. PA 8750, Black lead; PA 8751, Colored lead; Per dozen, only .50c



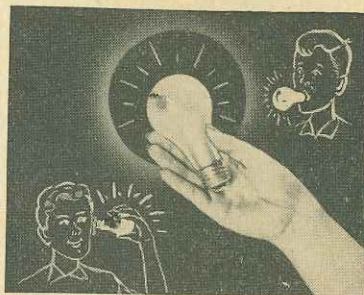
Fasten Papers Without Clips

Ever look for an important bill or paper and find it clipped to others? New Clipless Paper Fastener fastens all types of papers securely and neatly—without clips. Makes its own clips out of the paper. No time wasted, no pricked fingers from staples. Use it to fasten bills, recipes, at home, work, etc.
A 7974 \$4.95



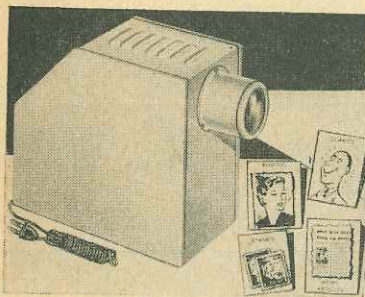
World's Most Needed Gift!

When rich Uncle Henry sees the "So You Have Everything" Box and pulls out the velvety bag to put it in . . . he'll surely remember you in his will. At last! A doo-dad for the person who has everything! Friends love it for jewelry, money, purse hide-away, etc. Swell for men or women.
A 8470, As shown \$1.00
PA 8510, Name or Initials . . . \$1.50



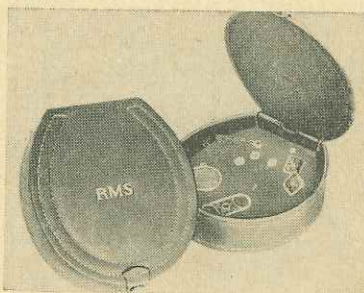
Mystifying Magic Light Bulb!

They'll have to "Hand" it to you when they see this electric bulb blazing away right in your palm! Using our enclosed instructions, it'll beam brightly only at YOUR electrifying touch . . . amazes and baffles your friends. Looks like an ordinary 60-watt bulb, but has no wires or cords.
A 8468 \$1.00



Draw! Copy Photos In Full Color! 100X MAGNIFYING PROJECTOR

Sensational Optical Instrument projects photos, clippings, even images of live insects in full natural color. Teaches drawing by tracing. Permits you to letter professionally and offers profitable income through photocopy. Enameled steel case, 2" focusing lens. Uses 110 volts; 40-60 watt bulb. Not a toy.
A 8624 \$4.98



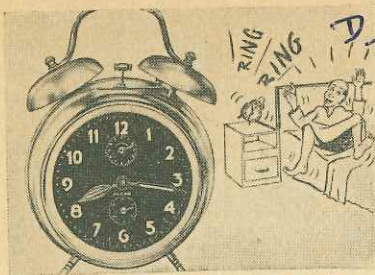
Holds All Of His Jewelry! INITIALED HORSESHOE CASE

Honey-brown, genuine lambskin leather has been shaped into a clever horseshoe shaped accessory box. Man-styled case is smartly saddle-stitched in white and monogrammed with his initials in gold. Lined with turf-green velvet, the top tray lifts . . . revealing a secret lower compartment. Snap closure. 6 1/2"x6"x1 3/4".
DA 8623 \$3.95



Giant 33" x 50" Full Color WALL-SIZE WORLD MAP

A thrilling adventure . . . the world on your walls! 33 inches high, 50 inches long . . . in Full Color! Africa — India — Afghanistan — at your fingertips. Sea routes, up-to-date boundaries — everything to keep you abreast of world events. An informative and educational mural on heavy stock for children's rooms, den, TV room, etc. A 8163. \$1.00



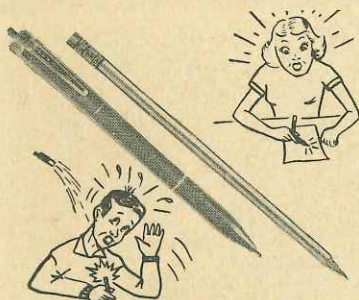
Two Bells! Two Different Tones! DOUBLE L-O-U-D ALARM CLOCK
Now we know how Gramps was such an early riser! Authentic reproduction of a quaint time teller sounds off with TWO bells of different tones to wake the soundest sleeper. All metal highly polished nickel finish adds a quaint touch to any room—modern or traditional. Luminous hands, large numerals. JA 8238, Tax Incl. **\$5.45**



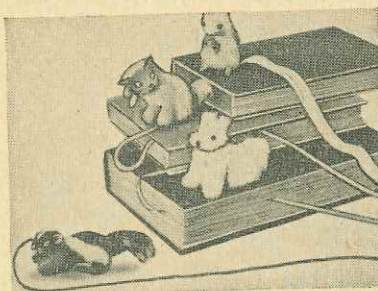
To Please Your "Big Chief" . . . BIG CHIEF CIGAR HOLDER!
You'll be the squaw with a feather in her cap when he spots this "I am the boss" gift. Cigar puffing chief and colorful holder drum are in two-tone sepia fired under-glaze ceramic that'll last a lifetime . . . hold a load of his favorite stogies. Something "different" for him, it'll cause many a pow-wow among his envious friends. A 8439 . . . **\$2.00**



Personalized For Your Pet! BIRD BATH AND BELL SHOWER
New and personal for your "tweeie" . . . a nostalgic bath tub in snow-white plastic with shower-like bell. Bird's name, lettered on tub, makes it extra special for any parakeet or canary. Rests on mar-proof wrought iron legs, and is 5 1/4" long, 1 1/4" deep. Use inside or out of cage. State name of your favorite pet. PA 7770 . . . **\$1.69**



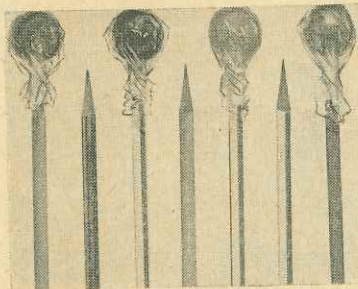
Strictly For Laughs!
We guarantee that even your victims will find these jokes hilarious. **Jokerino Pen . . .** it's the usual ball point pen until the writer begins to write . . . then it flies apart in 2 pieces. Plastic. JA 8542 . . . **59c**
Rubber Pencil . . . Write that memo—need a pencil? Offer this, then watch the fun when it wobbles and bends. JA 8543, 3 for . . . **49c**



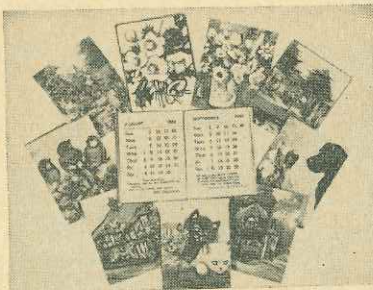
Real Fur Pet Bookmarks
Aunt Tizzie flipped her wig as she spied a lifelike mouse peeking from the pages of her favorite novel. You will, too, no matter which of these whimsical Animal Bookmarks you choose. Each is beautifully detailed from real fur, stands 3". Foot long tail marks your place. A 8715, Mouse; A 8716, Kitten; A 8717, Skunk; A 8718, Dog. Each . . . **\$1.00**



Decorative Stamp Dispenser
No more rolled, stuck-together postage stamps . . . no searching in drawers for lost stamps. Just roll off and tear the one you need from this handy dispenser. Practical—n pretty, too! It's porcelain, decorated with raised flowers and entirely hand painted. A real asset for desk-top or table. Holds up to 500 stamps 3" high. A 8448 . . . **\$1.00**



In Five Delicious Flavors—PENCIL POPS
Always chewing the ends of the pencil? Enjoy yourself with these fine-quality, colorful pencils with the lollipop heads wrapped in cellophane. Truly clever.
For the kids . . . in raspberry and lemon flavors. JA 8758, 7 for **\$1.00**
For Mom and Dad . . . differently flavored in scotch, bourbon and rum. JA 8759, 7 for . . . **\$1.00**



You Asked For Them . . . 18 1957 PURSE CALENDARS
You liked our 1956 Purse Calendars so well, we've had new sets made for 1957! Each booklet has separate pages for each month, holiday dates, space for phone numbers and memos. Clever poem on each page starts the month off right. Imported from England, the 2 1/2" x 2" calendars fit purse, vest pocket or wallet. Colorful covers. A 3620, 18 Booklets . . . **\$1.00**

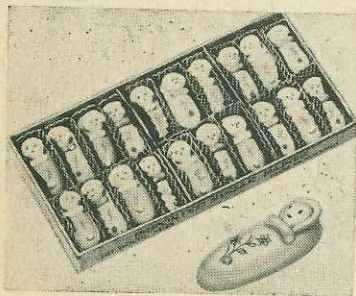


If The Lady Wants Mink . . . JEWEL MINK TOOTHBRUSH
Not skunk, not rabbit, not beaver—but real honest-to-goodness Bavarian mink fur! This jeweled toothbrush so delicately trimmed in soft mink is sensible and practical. Makes the most riotous gift idea ever . . . does a nifty job on molars too. The perfect Bon Voyage, house, or all-purpose gift. JA 8633 . . . **\$1.00**



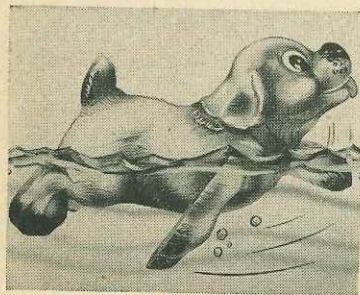
Reporting For Duty, Sir! 100 TOY SOLDIERS—\$1

Junior generals take command of this 100 piece army! 4 Riflemen, 8 Machinegunners, 4 Infantrymen, 8 Sharpshooters, 8 Officers, 8 Cannon, 4 Bazookamen, 4 Marksmen, 4 Tanks, 4 Trucks, 4 Jeeps, 4 Battleships, 4 Cruisers, 4 Sailors, 8 WAVES, 8 WACs, 8 Jet Planes and 4 Bombers. Completely assembled and molded to scale of colorful plastic. Measure up to 4½" and packed in "Army Footlocker" box. A 7282, 100 for **\$1.00**



Imported From Holland SNUGLING SUGAR BABIES

The cutest candy tots that ever nestled in a Xmas stocking! So adorably colorful you'll be reluctant to take a bite. But, oh, when you do! . . . that yummy chocolate crunch filling! Imported fresh from Holland — so-OO good! Wonderful for weddings, showers, parties, teas and cake decorations. A 7822, Box of 20. **69c**



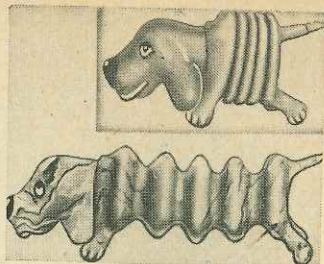
Spotty the Swimming Puppy

A swimming marvel! A fascinating action toy for in tub or beach. From the happy expression in his big eyes and frisky mouth, Spotty is authentic in every detail. Hand-painted in natural colors, he looks just like a real lovable pooch . . . especially when his legs move while he's swimming. Strong motor lets him swim tub easily. A 6192 **\$1.00**

Page 10

Daisy The Lazy Hound Is A "SQUEEZE-ME" PUP!

Daisy is so lovable, kids can't resist squeezing her. When they do, she whines and squeals . . . let her go and the accordion-like pup "walks" and cries across the floor. Made of soft, easily cleaned latex with permanent bright colors vulcanized right in . . . absolutely safe for children or parents. A 8389. **98c**



Let's See What We Can Make CLEVER RAINBOW CHAINS

We've taken a rainbow and put it in fun-filled packages! Remember those fabulous Rainbow Chains we used to make? They've gone modern, 960 pieces, all cut to width on tasteless, gummed paper. All child does is join the links to create colorful chains, baskets, etc. A 7361, 960 pieces . . . **\$1.00**



New!—In 3-Dimensions! GIRAFFE AND DOGHOUSE PUZZLES

A new concept in jig-saw puzzles. Beautifully silk-screened unbreakable parts assemble 3-dimensionally creating life-like scenes. 16-piece Giraffe puzzle becomes a circus with the big fellow on a gay wagon. 20-piece dog puzzle becomes a cute doghouse with two pups. Huge size 12½" x 10½". A 8392, Giraffe; A 8393, Doghouse; each **\$1.98**



48-Pc- Western Play-Time Set

Hours of fun for hot-blooded, imaginative play! 48 pcs, of Western characters and equipment to create all the action of the wild and woolly West. A covered wagon and stage coach to run for dear life; Indians to besiege it, cowboys to defend it, a coral to build, etc.! Wagon and coach are metal, other pieces unbreakable plastic. A 8391, Complete. . . **\$1.98**

"I think your gifts are so original."—B.F.



For Little Miss! Personalized SILVER BELLE BRACELET

A silver bracelet . . . with her own name on it! Your little belle will sparkle and shine at this charming jewelry, designed exclusively for her! Sterling silver, cuff style so that she can wear it for years. ¼" wide. Two tiny silver bells at end of cuff. For ages 5 to 12. Please print name to be engraved. Tax included. DA 8462 **\$3.30**



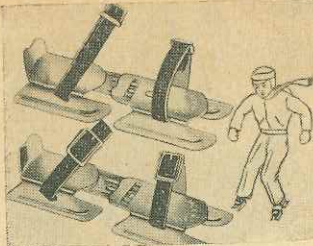
"Two For Tea" . . .

. . . and you for me is what you'll say about this lovable pair of Kimono Dolls sitting so eloquently on their tea-party silk pillows. Robed in colorful silk kimonos with girdled obis; innocent hand-tinted faces. 8½" tall with movable heads, arms and legs, captivating glass eyes. A 8741, Each. . . **\$1.95**
A 8742, Pair of Dolls. . . . **\$3.79**

Safe—Smooth—"Sledding"! DOUBLE RUNNER SKATES

They may be too young to cope with regular skates or skis—but they'll skim over ice and snow almost as swiftly on silvery sled skates. Complete protection for young ankles—no more watching from the sidelines. Fits all children's shoes. Adjustable and durable.

A 7464, Pair\$1.50



Aren't These Fun!!

AN APPLE AT PLAY ...

... keeps gloom away! These imported Wooden Nested Apples are an ageless craze that always makes a hit with the cradle gang. They never tire of prying off lids and pulling out one apple after another. A wonderful toy. For buttons, needles, too. Big apple is 3½"; small less than 1". A 7489, 5 Apples...\$1.19



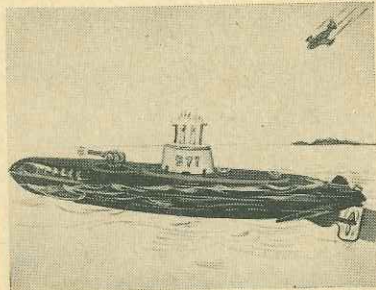
For Drawing—Writing—Homework PERSONALIZED ART DESK

For the budding Rembrandt—to draw on, to do his homework—an Art Desk of his very own! And, on the top we'll hand-letter it with his or her first name. Holds a roll of ordinary shelf paper (included) that your artist can pull forward and tear off as each masterpiece is completed. Big 15½"x15" drawing surface. Full-width, roomy drawer provides ample storage space for all art and homework supplies. Sturdy wood construction. PA 7477 \$3.50



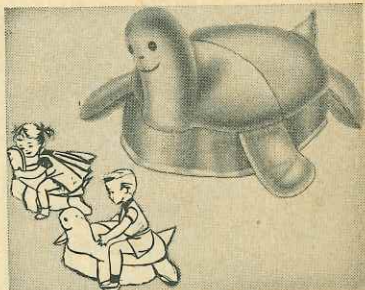
Turns White Milk To Chocolate MAGIC FLAVOR STRAWS

Put these straws into milk... sip... PRESTO... sweet chocolate or strawberry-tasting milk flows through. Flavor is inside the straw; each sweetens up to 1 qt. of milk. Encourages children to drink more milk... ends messy mixing. Dietetic—adds sweetness without calories. A 8735, Chocolate; A 8736, Strawberry; Per set of 36...\$1.00



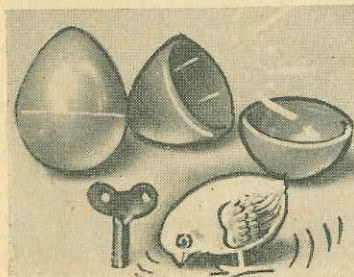
Motor Driven! Actually Submerges! ELECTRONIC DIVING SUBMARINE

Plows through the water like the real Nautilus... submerges to any depth! A sleek, streamlined scale model of the actual ocean-going atomic submarine. Has navigation lights that really work, gleaming gun, and adjustable vanes to control angle of dive. Driven by powerful battery-operated motor encased in all-metal, watertight hull. A 8535\$3.95



Ride Him To TV Land! TIMMIE TURTLE CUSHION

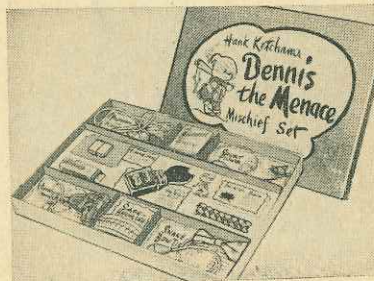
All aboard! Youngsters take a fanciful turtle excursion as they're transported on a wonderful TV adventure! Soft, Angelite filling is comfort-right for young riders. Timmie's quizzical expression and cuddly nature makes him a swell toy. Big enough to be a hassock for Dad or Mom too. Colorfully finished. A 7485\$3.98



Touch... Out Pops "Chicken Little"

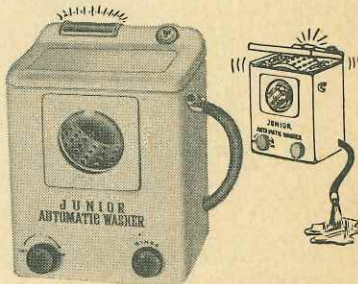
What a surprise! Just touch the realistic egg and watch the look on everyone's face. Life-like chick jumps out and starts pecking as if it were really alive and just born. So clever, it could only have been created by famous German toy-makers. Ingenious wind-up chick is 2" long.

A-7820, Each69c



Mischiefmaker's Joker Kit

Funny-faced Dennis The Menace gives us his most impish tricks. A monkey-load of fun for kids of all ages—every prank imaginable. There's a squirting flower, floating sugar, snake in a bow tie, imitation bugs and a million laughs. Even parents enjoy this safe personality outlet for that bit of "Dennis" that's in every child. A 8589, Complete\$1.98



Electric Wash-Matic Really Washes

Works just like Mom's! A washing machine that really works—really washes doll clothes! What fun! Lift up the top, add hot water and soap, turn on and see it turn and beat the suds! It even lets out the water! Works on flashlight batteries (not included). Red light shows when it's on. White gloss enamel. 6½" high. A 8532\$2.95



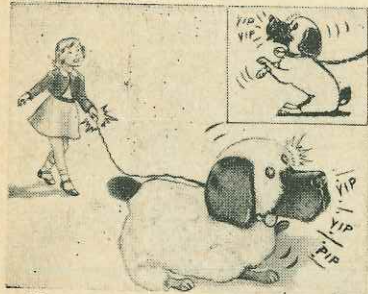
Remote Control For Electric Trains YOUR TRAIN OBEYS YOUR VOICE!

Go! Stop! Back-up! Just speak these commands and watch your trains obey! Amazing! Mystifying! Thrilling! No buttons to push . . . or levers to pull! Your voice alone does the trick! Just speak into the Audio-Engineer microphone and this precision electronic instrument operates any electric train. Complete with control cradle, bulbs, power leads, microphone and 6 ft. extension cord. Easy to install. 5"x7"x1 3/4". A 8421 \$5.95



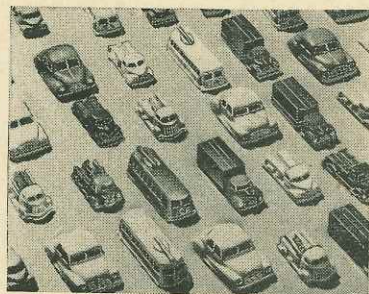
She Actually Says a Prayer!

Here's a little pal to pray with! Patti actually says a prayer shown above as she kneels and clasps her hands. Cuddly stuffed doll is wearing a removable nightie—she's a swell daytime companion too. Vinyl face and hands, plush hair. 20" high. You'll be amazed at how clearly and distinctly she speaks. A 7439 \$4.98



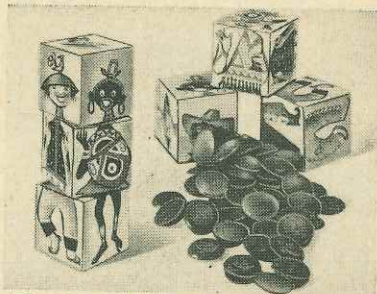
He Walks 'N Bogs 'N Barks! WINKIE, THE ELECTRIC PUP

Winkie's the next best thing to a real live dog! When Kiddies push remote control button on his leash, the cuddly pup responds with blinking eyes and goes for a merry walk. Now and then he stops, rears on hindpaws, and striking best begger's pose, barks delightfully. Uses standard batteries. 8" long. A 8539 \$2.98



Hot-Rod's 100-Car Fleet . . . \$1

Stall our motors and call us "cranky" . . . here's the greatest array of "gassers" since the Model-T was a pup. Motoramic fun by the carload! 100 molded cars and trucks—sedans, coupes, tow trucks, street cars—each a speedy 2" long. Kids buy, sell, trade and race 'em; practice safe "driving"; play "service station". A 7750, 100 cars only. \$1.00

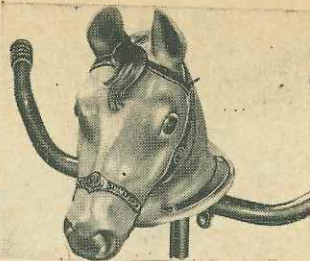


They're Crazy! They're Mixed Up! MIX 'N MATCH BLOCKS

Wanted! Young builder to straighten out these blocks. There's heads, bodies and feet (each part on separate blocks) of different characters to put together. Mix 'em up—Chinese coolie gets African warrior's body, etc. and you get gleeful results. Reward: delicious chocolates in blocks, to be eaten to heart's content. 2" sq. A 8454, Set of 3 \$1.39

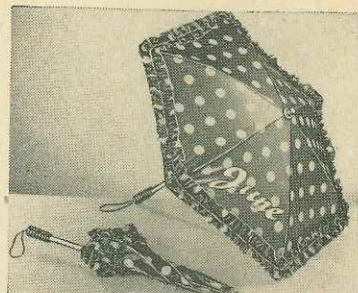
Rootin' Tootin' Pony Bike

Every young cowpoke's got a hankerin' for one of these wild western Horse Heads! Cleverly designed to fit all bikes and tricycles . . . it gives junior his very own "buckin' bronc" to ride 'round the "range". Made of strong, easy-to-clean, flexible vinyl in bold, authentic colors to look like a real western horse. A 6146 \$2.98



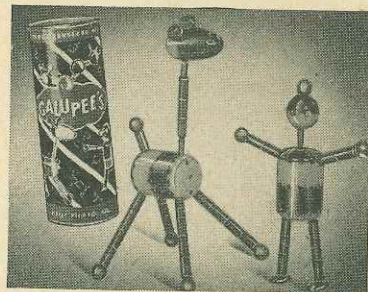
Flashlight With Sound!

It shrieks—it wails! A 2 cell combination flashlight that every "backyard buckaroo" wants. Unbreakable molded red safety head and lens and white focusing spotlight. Powerful built-in siren that lets 'em be heard as well as seen. Complete with bulb, batteries and 3-position on-off switch. Swell for outdoor men, too. A 3487 . . \$1.19



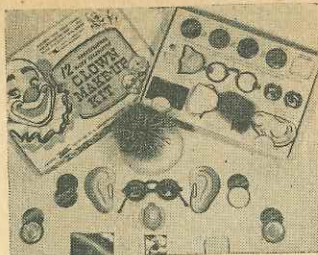
Personalized Kiddie Parasol

Let it pour 'n pour . . . there's still sunny fun in store with this dainty ruffled vinyl plastic parasol. It's bright red, sprinkled with white coin dots; and has the little girl's name hand-painted in white! Has non-rust flexible metal ribs, braid wrist bracelet. 17" x 27". She'll be the grandest "lady" in the school parade. PA 8381 \$1.69

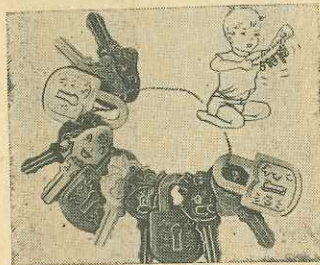


Create Your Own "Action" Toys! TOYS COME TO LIFE

Something new in construction toys! This Galuppee's set not only makes 1001 different toys, but includes springs that add LIFE-LIKE ACTION to each toy. Makes "working" tops, animals, people, houses—anything young imaginations can create. Includes 128 multi-colored plastic parts, packed in 3-color canister. A 6186 98c



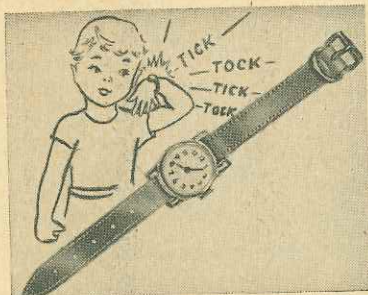
Professional Disguise Kit
There's a bulbous comic nose, giant ears, silly and huge comic eye glasses. Plus a skull cap with wig of fireproof red hair, a laff mirror that distorts, tooth black wax, harmless coloring creams in black, red, white, and yellow that wash off with plain water. Youngsters love it for those "let's pretend" games. A 3631, Complete . . . \$1.50



Baby-Locks And The 8 Keys
Once upon a time babies were fascinated by Daddy's keys . . . and they still are! Now tots live happily ever after, rattling and teething on their own safe, sanitary "Locks N' Keys". 8 keys and 4 locks keep 'em amused for hours. Smooth edged, washable plastic in 6 delightfully brilliant colors. A 7302, 12-piece Set. . . . \$9c



"I'm a Little Stinker-Devil-Angel" PERSONALIZED JUVENILE "T" SHIRTS
There's one to match the antics of any youngster. Each shirt has 5-color silk-screened wording: "I'm a Little—" with your choice of haloed angel, cub-bear devil, or cuddly blue-eyed skunk illustration. We'll add child's first name for personal touch. Fine combed yarn with nylon necks . . . wonderfully washable. Sizes 2, 4, 6, 8 for boys and girls. DA 8732, Angel; DA 8733, Stinker; DA 8734, Devil, Each . . . \$1.69



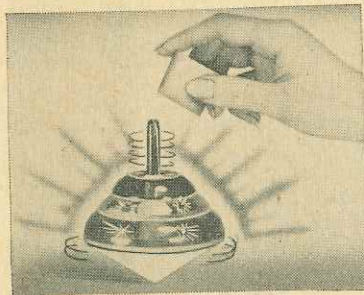
Junior's Ever-Ticking Watch
"O boy, Mom . . . listen to it tick!" Tots will wear this watch proudly when they see it looks and sounds like Dad's and Mommy's. Little eyes shine with delight when they hear its "Tick-Tock." Never stops ticking because it's self-winding; shock-proof to withstand the bumps. Non-breakable plastic crystal and real wrist band. A 8545. . . . \$50c



Child's Artist Name Apron
Captivating little Personalized Crayon Apron keeps the small fry's clothes clean, keeps 'em constructively busy. Individual pockets across front hold 12 standard colored crayons and junior-size scissors. Child's first name is lettered on front of the durable, washable denim apron to make it personally theirs. For boys or girls. PA 8530. . . . \$1.50



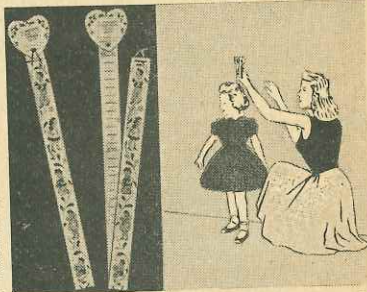
"Gum Ball Machine" Bank
Teach children the saving habit the easy way! They'll love to put in pennies, nickels and dimes in this bank when they get a delicious gum ball in return. Gayly colored in red, blue and yellow, with clear plastic dome. 6 1/2" high, with lock and key. 35 rainbow-colored gum balls. A 8395 . . . \$1.49
A 8396, 200 Extra Gum Balls \$1.00



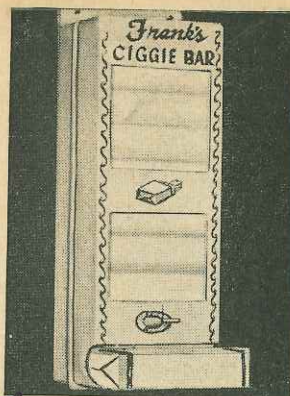
Spins In Dazzling Colors! ELECTRIC RAINBOW TOP
Here's the "topper" in Kiddie fun! Launch the big top and off it goes—spinning in a glorious blaze of rainbow colors. Delightful top has a replaceable battery which keeps the glowing colors magically whirling in a cascade of color. Metal and heavy, break-proof plastic, it's 4 1/2" high, 3 1/2" in dia. A 8509 . . . \$1.00



THE PIGGY BANK that GROWS fat!
Personalized Roly-Poly Piggy Bank HIS TUMMY GROWS AND GROWS
"I can't break and I'm no dummy—I love money in my tummy!" Roly-Poly Piggy's tummy grows and grows as coins are added—and its boldly lettered with the name of your favorite little saver! Made of unbreakable, flexible plastisol, this jolly 8" Piggy Bank stays in dozens of funny poses—even stands on his head. PA 7410 . . . \$1.50



So-o-o big! Show how he grows! PERSONAL MEASURING STICK
My, my! . . . how Johnny has grown! You'll have a permanent record to report to all dearly concerned, of how he's sprouting, inch by inch, when you enter it on this Personal Measuring Stick. 35" long folded, but opens to 5 feet. Space at each marking to write in age and weight. Masonite. Painted with gay figures. A 8497 . . . \$2.98



Personalized

Cigarette Dispenser

The cute attached poem reads: "Take a look and you will know, how many packs I've got to go." At the top, we'll hand letter any name along with the other words as illustrated. Checks cigarette supply at a glance. Holds 10 packages dispensing one at a time. For wall or table. Neat for kitchen, den, etc. Plastic. 10 1/4" high. PA 7630, Regular; PA 7631, King-Size, Each \$1.25



Treble Clef Bud Vase

How charming one single rose, or any other flower will look in this smart vase! Sparkling, crystal-clear plastic that's been twisted and turned into a symphony in design to grace mantel, piano, or coffee table. Fresh flowers look lovely, artificial flowers so real. A tiny tube is nestled in this graceful 7" Treble Clef. Decorative with or without flowers. Beautifully gift boxed. A 6102 .. \$1.00



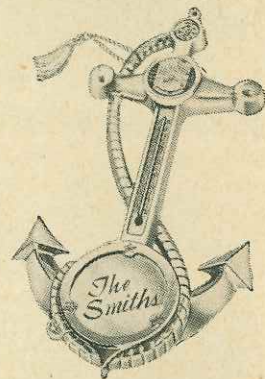
"Open-Sesame"

Iridescent Door Gong

Shades of Ali Baba! A dazzling Brass Door Gong, inspired by ancient Egyptian royalty, makes a palace out of your home. Your NAME and HOUSE NUMBER appear in radiant letters—can be seen DAY or NIGHT! Reverberating melodious notes announce presence of guests. 9" gong; scrolled bracket and brass mallet; installs in seconds. PA 8149 \$3.95

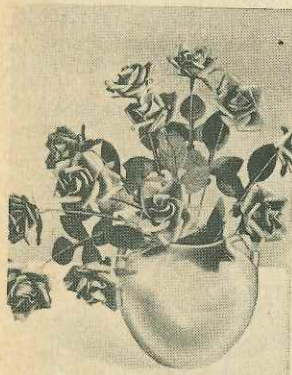
Personalized Anchor is a 25-Year Calendar

Ahoy, mate! You'll want to hold on to this anchor! It's not only a handsome decoration for den or hobby room ... it's handy, too. Gives as much information as an almanac—a perpetual, dial-a-date 25 year calendar, a compass, a thermometer. On the crown your name is hand-inscribed. Plastic and metal in lustrous gold plate. 10" high. PA 8501 \$1.50



One Dozen Forever-Fresh Roses

So life-like you'd think they're fresh-cut from the garden! So real-looking you won't believe they're hand made. One dozen magnificent American Beauty Roses that rival Nature's loveliest. Bend them, shape them into realistic arrangements. Need no watering or care to keep their loveliness. 12 assorted red, pink and yellow roses in gift box. A 4387 \$1.00



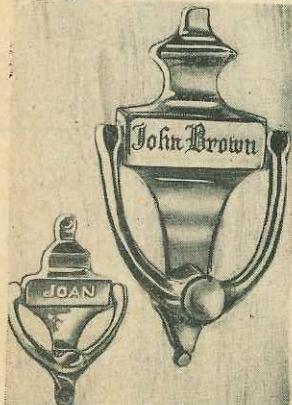
Exciting New ... "Leg" Pen

Get a "kick" out of writing! Beautiful flesh-tinted plastic ball point pen is shaped like a movie star's million dollar leg. A twist on cap retracts point into leg—uses standard refills. Novel yet practical, the banker's approved non-smear ink writes on like a dream—smooth and easy. Highest quality, fits hand perfectly. Hide from Gramps—he'll want it. JA 8622 \$1.00



Personalized Door Knockers

So distinguished, it's fit for the door of a king! Heavy solid brass Knockers are superbly crafted! Charming Colonial design adds a warm welcome to your front door. Across the front we'll beautifully engrave any family name or initials. Heavy swing spur sounds summoning tone. 6 1/2" high. PA 4896 \$3.75 PA 4897, Same as above but, 4" high for interior rooms, bedrooms \$2.25



Clopay Sliding Accordion Door

Close off dining space! Divide rooms! Convert alcoves or halls into closets! New found privacy or an extra room is yours at a truly low price. Clopay Accordion Door slides silently on its own steel track ... comes in rich antique gray shade or can be painted any color. You need only a screwdriver to install. 32" x 80" high, can be trimmed to size. Plastic. SA 7723 \$8.95

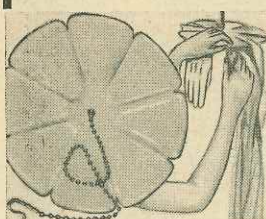




SPECIAL OFFER

If your order amounts to \$7.50 or more, you can buy any one or more of the many items pictured below at the special low price of 50c per set. Buy as many as you want at this low price, providing your order totals \$7.50 or more. In most instances, these prices are less than our cost—we're practically giving them away at this price. Order by number.

D 35 / 2.15



Toe-Hold Hose Dryer

Safe for milady's daintiest personals. Tidily holds 4 pair of hose, bras, hankies, gloves, etc. for overnight drying. Ideal for home or travel. Durable plastic; hanger chain. A 8347.



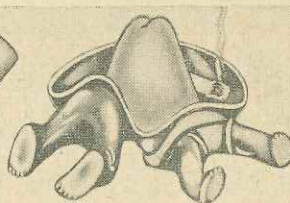
Candelabra Planter, Salt & Pepper Set

"Dual purpose" centerpiece. Remove the bright, graceful birds — one pours salt, other pepper, center holds condiments. Or with candles and flowers for decorative use. A 7855.



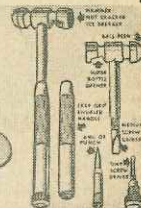
E-Z Stitcher

Sew a beautiful, invisible blind-stitch hem without once rethreading needle. Do tailoring applique, basting, shirring, etc. in 1/2 time. Holds complete spool. Plastic. A 5545.



Charming Lovers Ash Tray

They're kissing like crazy under a big sombrero. All you see is a clean pair of footies — that glow in the dark — and pink panties. Turn over, what a surprise! Ceramic. A 3698.



Handy 6-Piece Tool Kit

6 different tools in one unit. So useful in home, car, etc. Includes hammer, 2 different screw drivers, awl or punch, ice breaker, bottle opener, and nut cracker. Sturdy steel. A 5743.



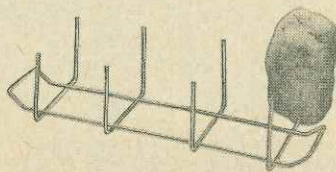
"Before and After" Salt and Pepper Set Ain't it the truth! The front is how we looked on that blissful day. Turn 'em around — time marches on. He's in suspenders, she's in an apron... both on the plump side, balding. A 3881.



Personalized Child's Demi-Tasse Cup and saucer is a fitting remembrance of blessed events, graduations, birthdays. Any child's name, date of event artistically hand-lettered in 24K gold. Also any 2 names, date. PA 4066.



Bake Potatoes Internally! Newest, most delicious way to bake potatoes. Rack conducts heat to heart of potato — bakes 'em internally faster, without hard centers. Holds 8 potatoes firmly. 13". A 6839.



Playful Pixie Plant 'N Planter Swinging imp actually rocks back and forth on rustic green tree. Comes with a beautiful simulated floral display. An eye-catching bric-a-brac in gay, woody colors. For shelf, etc. A 8033.

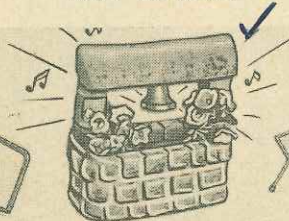


Sharpen Scissors In 5 Seconds Has same sharpening stone as used by scissors manufacturers. Just a few quick strokes renews dull scissors, knives... keeps them ready for use. Easy and safe to use. Plastic. A 8349.



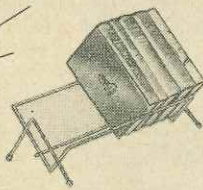
Handy Cook Saw

Buy meats more economically... trim off steaks and chops! Cuts the hardest bones, frozen foods. In jiffy-quick time. Steel blade, safe sturdy frame. A 5862.



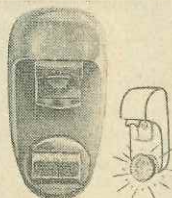
Wishing Well Planter

With gleaming silvery bell that actually rings to summon guests. Colorful ceramic gold trim. Complete with a beautiful display of simulated flowers. Ceramic. A 8461.



Wrought Iron Book Rack

What every well-regulated desk top needs! Holds up to a dozen books — at your fingertips. Black wrought iron to match every room. For records, too. A 5547.



Magnetic Bottle Opener

Open the bottle and it catches the cap. New magnetic opener makes it unnecessary to bend for fallen bottle caps — or clean out opener wells. A must for kitchens. A 8034.



Hors-D'oeuvres Rooster

Something to crow about! Holds hors-d'oeuvres, candies, olives, tidbits. Serves 'em to guests from the toothpicks he holds. Ceramic, in gay life-like colors 4 1/2" high. A 4404.

Gift Guide Bancroft's

2170 SO. CANALPORT AVE. 1957

CHICAGO 8, ILL.

Nov 6, 1956



Stews! Bakes! Cooks For All The Family! AUTOMATIC ELECTRIC FRYER-COOKER
Don't stand over a hot stove another day! Now you can't afford to be without this jumbo size Electric Fryer-Cooker. It stews, fries, blanches, bakes, steams, roasts — automatically! It even serves . . . you can cook for the whole family right at the table. Single knob temperature control and see-thru glass cover ends guesswork; light tells when to cook or fry. Includes recipe books, colander, thermostat, cord. JA 8287, Special Price, Only . . . \$9.88

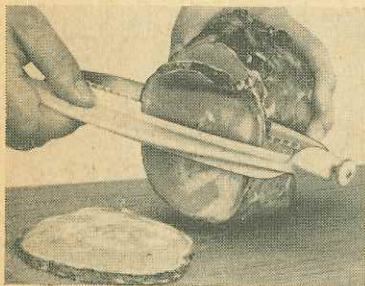
Chill Salads, Make Cool Drinks 90 MINIATURE ICE CUBES

A twist of the wrist — and 90 crystal clear miniature ice cubes pop out! Mighty cool idea for extra-special drinks, salads, shrimp cocktails. Use cubes as glamorous lining for chilled dishes—stay solid longer than chipped or crushed ice. Flexible polyethylene. 4" x 10½" ⅝" cubes. A 6634, Set of 2 . . . \$1.00



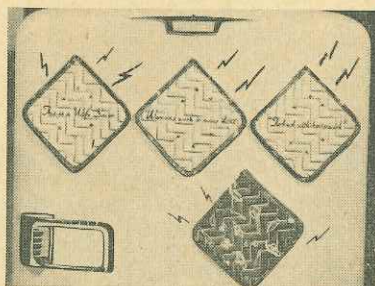
Kettles Smile On The Inside— AMAZING SCALE-OFF!

If lime scales and iron deposits have your kettles or steam irons "crying on the inside" — let Scale-Off safely dissolve these clogging agents. No work! A small dab and you actually see scales dissolve as if by magic. Kettles heat more efficiently. Works on any non-porous utensils. A 6661 . . . \$1.00



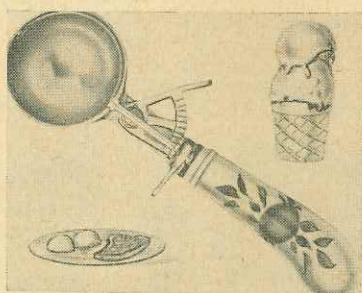
A Friend Thru Thick 'n Thin! UNIVERSAL KITCHEN SLICER

Amazing new adjustable blade slices meats, fruits, vegetables to ANY thickness you desire. Imported steel blade works like saw . . . no pressure is needed. Carve beef, ham, bacon, etc. from any angle quickly—to the right thickness. "Soft" tomatoes; oranges, etc. slice cleanly — puts fun into salad making. A 8652 . . . \$2.95



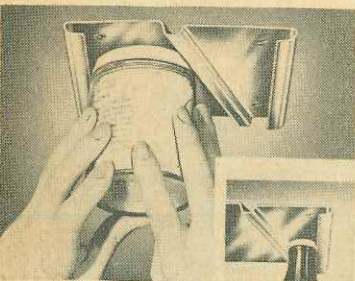
Banish Pot Holder Searching! PROVERB MAGNETIC POT HOLDER

Amazing holders cling to any part of stove, refrigerator, etc. Colorful set proclaims — "Woman's Work Is Never Done," "This Is A Wife-Saver," and other appropriate sentiments. Other set has no lettering. but is in gay, cheerful colors. Both sets are heavily quilted; washable. A 8607, Set of 3 with Proverbs \$1.00 A 4449, Set of 4, Plain . . . \$1.00



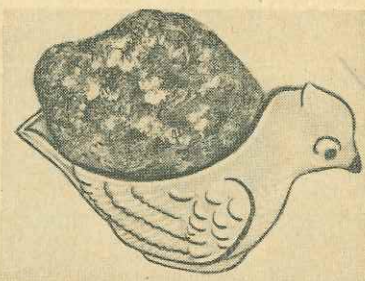
A Kitchen Treasure! MOSS-ROSE KITCHEN SCOOP

If your kitchen is your pride and joy, pamper yourself with this exquisite creation. Combines the practicality of a "drug-store" type scoop with the lavish flair of a Moss Rose pattern. Quickly scoops up ice cream, mashed potatoes, salads for neat serving, "pops" them onto plate. Ceramic handle, cast aluminum. A 8606 . . . \$1.25



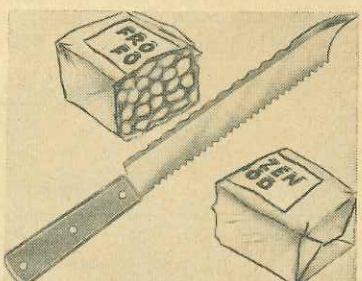
Under-Shelf Opener

It's a "wife-saver." You'll be amazed at how easy it opens even the most stubborn jar and bottle tops—any size, shape, screw or pry caps. Slide jar or bottle along groove until it's held securely—turn and presto! . . . it's open! Under-Shelf Opener does all the work. Easily attaches under any shelf, etc. A 8531 . . . \$1.00



Ceramic Bird Pad Holder

Don't like your soap and gritty scouring pad getting too chummy. With Sammy Sparrow on the scene, pads come home to "roost." This colorful bird holds pad between scouring sessions, keeps it from getting into the soap and lets it drain dry. Sammy made of smooth highly-glazed ceramic, and comes to you with 1 wire pad included. A 8449 . . . \$1.00



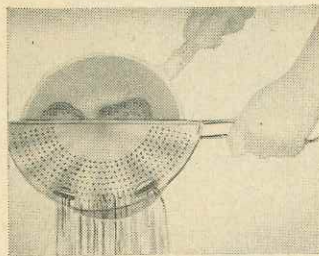
Stainless Frozen Food Knife

Cut frozen foods straight from the deep freeze . . . without having to thaw them or even take off the wrapper. Specially designed knife cuts just the right portion for dinner without effort . . . saves the rest for next time. It's two sided—other side's perfect for carving roasts, sawing fowl, slicing bread. A 8443, Only . . . \$1.50



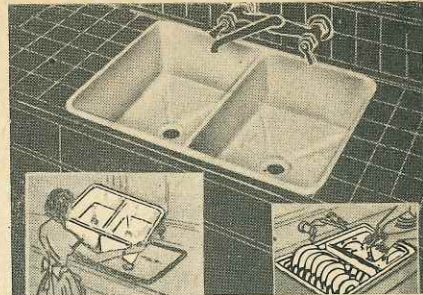
At A Loss For A Gift? Give A CLEVER SPICE LIBRARY

Take the "shake" out of Shake-speare! Unusual Spice Library is ready reference to flavorful cooking—holds volumes of pepper, salt, allspice, etc. Good taste pours freely from the pages of these six highly glazed ceramic books with gay floral design. 10 1/8" x 4 3/4" wood shelf stands, hangs. A6888, Set \$1.95



Safe Way To Drain Vegetables MAGIC JIFFY DRAINER

No, it won't whisk you to Baghdad like a flying carpet—but it will perform miracles in the kitchen! Jiffy Strainer ends need of separate strainer when draining peas, beets, cauliflower, etc. Eliminates danger of scalding from boiling water. Attaches firmly to any pot up to 14" dia. Aluminum. A 587579c



Your Old Sink Transformed Into A MODERN DOUBLE SINK IN SECONDS!

Starry-eyed about modern double sinks... but reluctant to remodel because of the high cost? Bring your present sink up to date in a jiffy with this clever, Dual Sink-Tray. Enjoy the wonderful convenience of 2 chambers . . . soap and rinse without draining. Saves water bills. Makes dish washing, clothes washing—any washing a real breeze. Styrene tray installs in any sink size 18 1/2" x 13 3/4" or larger in seconds. Wipes clean. SA 7789 \$7.95



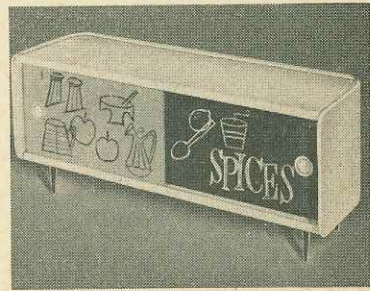
Save Space! Prevent Chipping! STACK-A-CUP RACKS

Make every inch of space count . . . especially in overflowing cupboards. Stack-A-Cup racks solve the problem of toppling, space-consuming cups the easy way. Now you can store 6 cups in the space of one, and remove them without fear of "tipping the pile"; helps prevent chipping. Finished in blond hard wood. A 7874, Set of 2 . . . \$1.19



They're Cute! They're Attractive! PERSONALIZED APRONS

Sure to tickle the funny-bone of your guests! Fun to wear, wonderful for gifts! 2 pert 'n pretty styles: "To Heck with Housework"—Broadcloth. Name embroidered. Red, gold, black, blue. DA 8370 \$1.98 "Best Cook in Town"—with name following it, handscreened. Cotton. With matching pot holder. Pink, yellow, turquoise. DA 8494 . . \$2.98



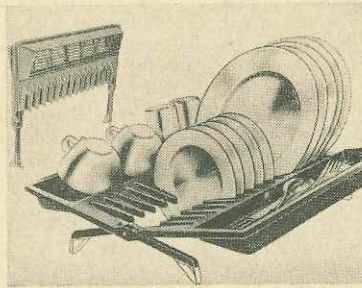
Stands on Counter! Hang on Wall! DECORATIVE SPICE CONSOLE

Sugar 'n spice . . . in a cabinet nice! New Spice Console adds a bright note to any kitchen. Gayly decorated in modern motif, it holds all your spices, seasoning, other foods. Of fine hardwood, doors slide open to reveal everything inside. With legs for standing or can be hung on the wall. In gay colors. 18"x6"x5". SA 7883 \$2.98



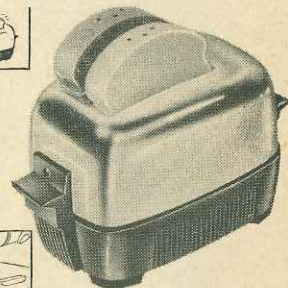
Lift Up To 15 Pounds Safely

Praised-be-the-day we found Flipper Lifter. Now we can handle bulky chickens, heavy roasts without tearing or mangling them with forks and spoons. Stainless steel, spatula-like blade slips under your roast easily, holds it securely as you turn it or transfer from pan to platter. Ends burned fingers, too. A 829398c



Fold-Away Dish Drainer

Grandma "flipped" when she saw this Dish Drainer flip-shut! It holds a full meal's dishes, cups, glasses, silverware until they drain sparkling dry. Of unbreakable styrene, it folds away instead of taking up valuable work space. Saves time. prevents breakage. A real space saver A8043, White; A 8044, Yellow; A 8045, Pink. Each \$2.98



Is It A Toaster . . . ???

Look again . . . you'll be surprised, and so will your guests! Touch it, and up pops—not toast—but salt and pepper shakers! Unique? We'll bet our bottom dollar friends will want to know where you got it. Exquisite? Wait till you see the bright chrome finish, the detailed plastic base—and the pop-up toast-shakers. 3"x4". A 8105, Set \$1.25



"Eminent Domain" Kitchen Plaque

Homemakers arise! The time has come for emancipation from invaders of kitchen privacy! Hang this unique and colorful plaque in your kitchen and let all know who's boss. We'll include easy-to-use personalizing equipment so you can gold print your own name in the space provided. 5" x 7" high, in lustrous wood grain finish frame, ready to hang. A cute gift.

A 8469 \$1.00

Hand Painted Linen Calendar Towel

Personalized colonial-type towel provides handy, colorful calendar—adds personal charm to your favorite wall. Brilliant 4 color scene and calendar in fast colors. Your name artistically hand-painted. Hemmed on top, with wooden staff for easy hanging. Delightful calendar to enjoy for '57, a lovely tea towel for '58. 16"x29". DA8723.

With name \$1.50
A 8724, Plain .. \$1.00



**Slice, Chop, Shred—
Make Fabulous Salads**
Salads are more fun, without work! New, handy Salad Maker even makes leftovers into tasty treats. 5 interchangeable blades slice, chop, shred, grate—delight the most discriminating chef. Vegetables, nuts, fruits, and cheeses turn into tantalizing salads, desserts, etc. in seconds. Rust-proof steel parts dismantle for easy cleaning.

A7165, complete \$4.98

**2-Way Shopping Bag—
Rolls 50 lbs. On Wheels**
Carry it under your arm... fill it with merchandise...and roll it home! An idea as modern as the atomic age! No back-breaking carrying; no bulky, rattling carts. Now do all your shopping in one trip—save delivery expense—carry as much as 50 lbs. without exertion. Strong, water repellent Saran; easy roll wheels. Folds compactly for carrying.

A 8114 \$3.98



**A Rose By
Any Other Name**
... is not 1/2 as unusual as this Salt N' Pepper Sugar Pot. "Red rose for pepper, Yellow rose for salt, and the sugar is kept in a flower pot vault!" So real, it has the bees buzzin'... so pretty, it livens the finest dining occasion; delights most avid collector. Fill by opening roses; to add sugar open earth. Styrene, 7 3/4" high.

A 7063 \$1.25

It Scoops! It Funnels! It Measures!

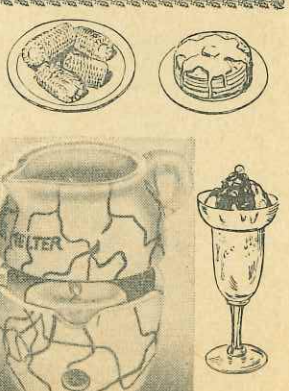
Designed to make "Handy Hannah" even handier! Ingredients are scooped and locked in this versatile Measuring Funnel Scoop. They're measured and then released with a flick of the finger through the funnel. One operation—one easy-to-use utensil! Measure 1/4 to 4 tablespoons. Decorates cakes, separates egg whites, fills shakers. Styrene, 6". A 7226 49c



**Mammy, the Doll
Appliance Cover**
She's the gayest kitchen picker-upper we've met! Mammy sits atop any appliance and her wide full skirts hide and protect them while not in use. She brightens kitchen or pantry shelf with her gay, colorful print dress and she'll have you singing her praises as she prevents nicks and scratches to toasters, coffeepots, etc. Costume completely washable. A5590 \$1.00

Butter Melter For Your Table

Make melted butter in a jiffy and keep it piping hot, too. Highly glazed, marbled ceramic Butter Melter is a dandy on the table when serving seafood, waffles, corn-on-the-cob. Consists of attractive lipped pitcher, warmer and four hour candle. Fine, too, for hot sauce for vegetables and hot fudge for ice cream, desserts, etc. A 4583 \$1.25





A Whisk And A Wipe— Wash Windows Safely!

Touch it to the glass and presto—inside, outside and BETWEEN double sash windows—clean as a whistle while you're safe inside. You can almost wash windows from an easy chair. Window - O - Wonder is plated steel with sponge on one end, squeegee on other. 31" long, it reaches everywhere with no hazardous ladder climbing or perching. Ends back-breaking con-tortions. SA 7334 **\$2.49**



Door Caddy Ends Your Clutter Problem

No more groping! No more broken bottles! Store those extra jars, bottles, etc. in this handy rack. Six shelves with supporting rails hold all articles in plain sight, at your fingertips. Smooth, all metal construction. Fits all doors. Easy to assemble. 42" high, 3 1/2" deep—ad-justable to any door. Get several for linen and clothes closets, dressing rooms, etc. DA 7179 **\$5.95**

Steel Snow Plow On Wheels

Don't throw away your health—only your shovel! Rid-O-Sno gobbles up snow in tremendous bites—cleans drive-ways, walks in minutes. Rolls as easily as a baby carriage... no bending, stiff muscles, back or heart strain. Extra-large 30" blade is adjustable to push snow in any di-rection. Just guide it—Rid-O-Sno does all the work. All steel construc-tion with 6" rubber tired wheels. DA8511 **\$18.95**



Skunky, The Stinker Deodorizer

Even the boss smiled when he saw the cute attached poem that reads: "My name is Skunky, the Stinker, and 'tis my job you see, to keep the bathroom pleasant for those that come after thee..." Just hang him on the wall, he quickly chases odors. Complete with special incense matches that dispel odors. Glis-tening quality ceramic, in life-like colors.

A3213. Complete **\$1.98**

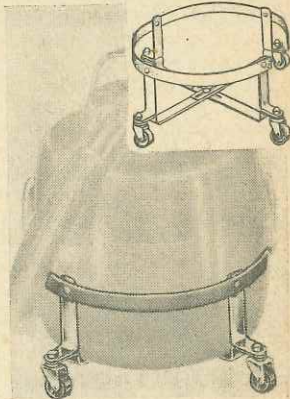


Roll-Round

Vacuum Caddy Cart

Carrying a vacuum cleaner is as old fash-ioned as Granny's bus-tle! Hitch your canister-type vacuum to this smooth operating dolly—glide it wherever cleaning is needed with-out hard pulling or back strain. Ball-bearing cas-ters swivel for added ease; special retaining band fits any size can-ister. Steel caddy stores with vacuum.

A 7145, only ... **\$3.50**

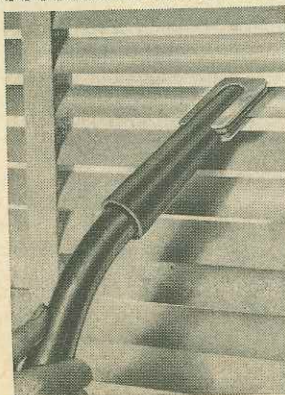


Plug-InThermostat— Any Heater Automatic!

Set it... then forget it! Enjoy constant comfort-able temperature for hours or all night—without attention, with-out danger. No wiring, no costly installation. Just plug any heater in-to thermostat and set dial—has temperature range of 35° to 95°. Rooms stay perfect; pre-vents over-heating, ends bothersome "watching". For 110-120 volts; 6 ft. cord. A 8564 ... **\$6.95**

Venetian Blind Vacuum Duster

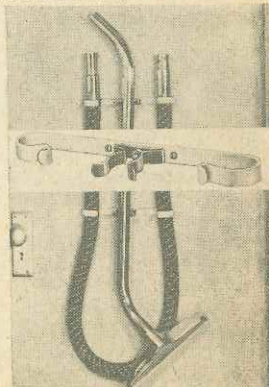
Don't be half clean—the vigorous vibrating action of this Venetian Blind Vacuum Duster dislodges ALL dust and grime. Not like the old fashioned blind brushes that only rearrange the dust. New lambswool head curves with the slats—cleaning top and bottom at the same time. Cleaning around tapes is simple. Ta-pered shank fits any hose. A 6474... **\$1.50**

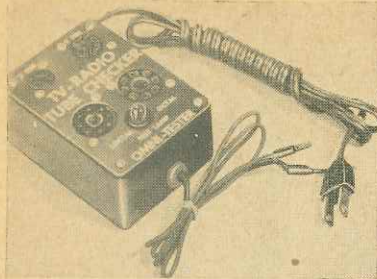


Save Space... Your Back Too!

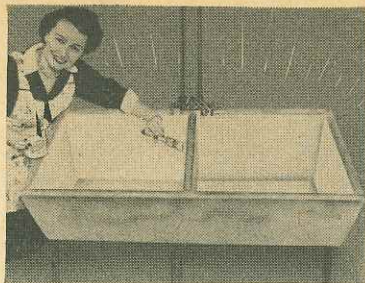
Vacuum hoses need never drape through your closets again. Neat Way vacuum hose and extension wand holder not only solves this prob-lem, but the age-old one of stooping to find the hose where it's fallen, on the closet floor. Hose is kept in the best of condition, ready for use at all times. Attach to any wall or door. Steel, with rubber clamps.

A 6475, Pair... **\$1.98**

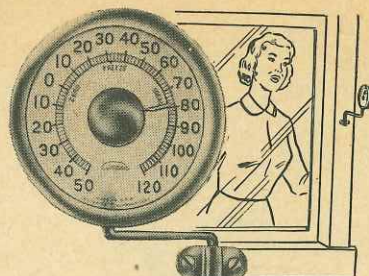




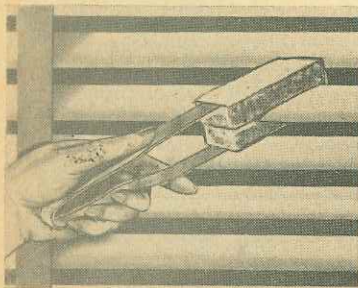
Test Your Own TV-Radio Tubes
Announcing the new Omni-Tester . . . the amazing TV- radio tube checker that **anyone** can operate. Test TV tubes (including the picture tube), radio tubes, Lamp fuses, appliances, etc., with the accuracy of trained technician. No need for costly servicemen. Just plug tube in—neon test lamp tells if it's good. Safe. A 7703, Complete...**\$3.98**



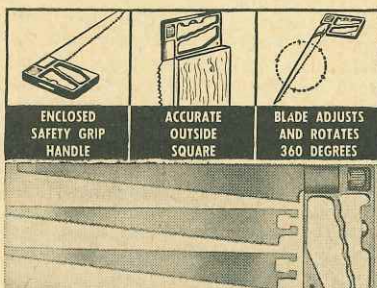
Porcelainize Laundry Tubs
Revolutionary new liquid tile flows like magic to give a gleaming, pure-white porcelain finish that lasts indefinitely. Porcelainize seals cracks; makes concrete laundry tubs leak-proof; end roughness and odors — makes tub safe for delicate fabrics. Just paint it on with brush (supplied) —no baking. For any porous surface. A 7998**\$6.95**



"Look-Thru" Outdoor Thermometer
See at a glance from inside how cold it is outside! Accurate thermometer attaches anywhere on outside of moulding and tells you how to dress. Big red figures on white background with 4" crystal dial. The light shines through it—easy to read day or night. Precision made, completely weatherproof, easily installed. A 365.....**\$2.00**



Miracle Venetian Blind Cleaner
CLEANS WITH ONE STROKE
In one easy operation wash, wax and polish venetian blinds. Its two live rubber sponges clean both sides of slats at one time. Used dry to remove dust and dirt; with soap and water for easy washing; with any wax for polishing. Long metal handle prevents cut fingers. It's a real time saver, does the job in 1/2 time. A 2280**\$1.00**



7-Way Combination Tool
LEVEL — SQUARE — SAW SET!
Sensational new tool for do-it-yourselfers and professionals. Ingenious safety-grip handle houses precision vertical and horizontal levels, accurate inside and outside squares. 3 —12" saw blades: metal cutter, compass, and key-hole. Blades rotate 360°, cut at any angle. Cut wood, steel, plastic, frozen foods. A 8573, Set**\$1.98**



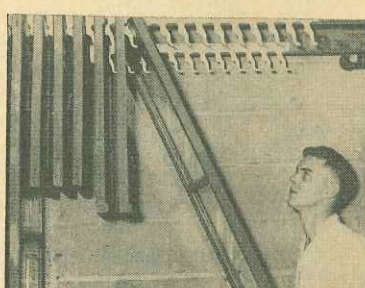
Banish Porcelain Stains Instantly!
WE'LL HAVE TO COME CLEAN...
and admit even snow isn't as white as sinks and tubs treated with new De-Pos-Off. Kitchen tested formula literally floats off black marks, rust and stains in a jiffy. Sprinkle on a small amount, rub gently and porcelain surfaces look store new . . . actually last longer. Works wonders on refrigerators, sinks, tubs . . . no matter how old. A 7340...**\$1.00**



New Invention! Plastic Steel!
Developed for industry . . . just released! Revolutionary plastic steel **POURS — MOLDS** as easily as clay —dries in 2 hours to actual **STEEL!** 1001 uses:— • **For holes or cracks in Radiators • Broken Toys • Torn Fenders • Repairing Boilers • Stoves • Sinks • Pipes.** Repairs, re-models, cements, welds all metals. 80% steel, 20% plastic. A 8151, 1 lb. Kit.....**\$1.98**



No More Insect Pests!
Swift, sure death to annoying, disease laden insects! Lethal fog dooms flies, mosquitoes, gnats, wasps, moths, silverfish, roaches. Each Bug-Tab sends up invisible white spray that blasts flying and crawling bugs—they can't escape. Just light it and leave it—INDOORS or OUT. No flame, no fire hazard, no work. Ideal in home, on picnics, etc. Guaranteed effective. A 8098, 25 tablets.**\$1.00**

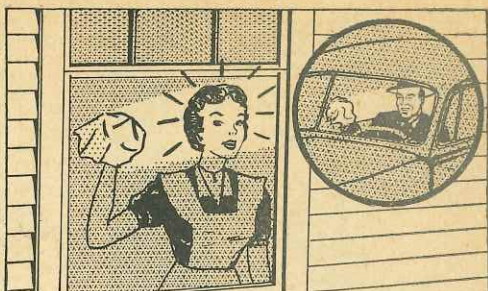


Stor-A-Way Storm Windows
Here's the modern way to store and protect storm windows and screens! Keeps them off damp floors; prevents warping, rotting, glass breakage. Gives you extra space where windows were stacked. Holds large or small sashes. Quickly installed. Heavy gauge, never-tarnish aluminum brackets last a lifetime. A 5857, Holds 20 windows. .**\$4.95**
A 5858, Holds 6 windows. .**\$1.69**



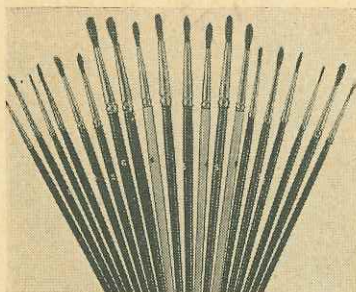
MAKE ANY WINDOW A STORM WINDOW

Cold Prufe, a new, revolutionary liquid plastic that turns ordinary household windows into storm windows. Just brush it on in the fall. It dries into a tough, invisible coating that seals windows so heat and cold cannot pass through. Cuts heat loss, saves money on fuel bills. Completely eliminates frost and condensation. Transparent—you can't even see it. Won't wash off, yet it easily peels off in the spring. One quart does six windows. Guaranteed to do the job! A 7540, Quart **\$2.95**
A 7541, Gallon (For 24 windows) **\$10.95**



END "STEAMED-UP" WINDOWS, WINDSHIELDS

Scientific, chemically treated, steam-proof Miracle Cloth keeps glass crystal clear! Just one rub over any glass surface does the job. Prevents fog, mist and frost from forming for months—windows won't steam up, even when cooking or baking. Helps prevent auto accidents; reduces winter driving tension—auto windows and windshields won't cloud or sweat, even with the windows closed and the heater turned on. Bathroom mirrors won't sweat; eyeglasses stay fog-free. A 1978, Two for **95c**
A 8251, Two Giant Economy Size for **\$2.00**

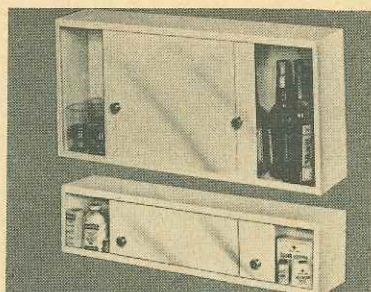


Amazing Value!

20 CAMEL HAIR BRUSHES—\$1

Never before at such a low price! You'd expect to pay \$1 each for these genuine Camels Hair Brushes but a special purchase enables us to offer them at tremendous savings. Use them for touch-up work, drawing, pasting, cleaning precision instruments, sporting goods, etc., in home, office or shop.

A 8011, 20 for **\$1.00**



Sliding Door Utility Cabinets HOLD ALMOST ANYTHING!

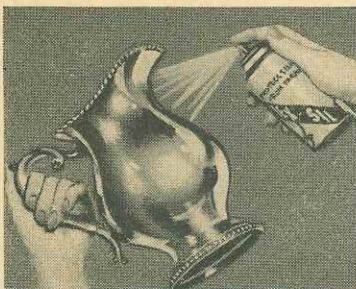
Decorator perfect, all steel "Storaway" cabinets provide plenty of space where it's needed—in kitchen, bathroom, nursery, etc. Short one holds cans, spices, soaps; large holds quart bottles. Swell for paints, tools, preserves, canned goods. Short is 5½"x7"x24". Tall is 5½"x14"x24". SA 7048, Short **\$3.98**
SA 7049, Tall **\$5.98**



Don't Let Slipping Rugs BE A HOUSEHOLD MENACE

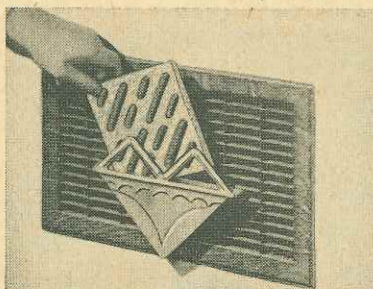
Just press—no mess—with push button Anti-Skid Rug Backing. No bulges, no special pads. A wonderful safeguard for the entire family . . . from Grandma down to the wildest little Indian. Prevents slips and falls. Takes only seconds to spray on to any shape, any size rug, up to 9x12 feet.

A 7716, 11 oz. **\$1.98**



Keep Silver Tarnish-Free

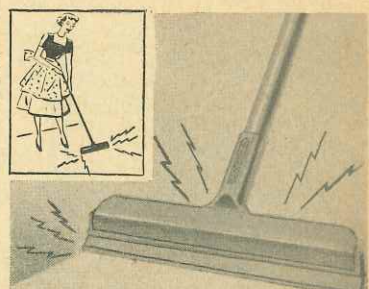
Don't hide your silver! Pro-Tex-Sil prevents ugly, black tarnish before it starts—makes constant polishing or storage in silver protectors unnecessary. Spray on, rub a little, and beam as people say, "Why, that must be new!" A colorless, non-dulling treatment for silver (or gold), Pro-Tex-Sil is not a lacquer or plastic. Need not be removed if used for eating. A 6892, 6 oz. . . **\$1.50**



Register Humidifier

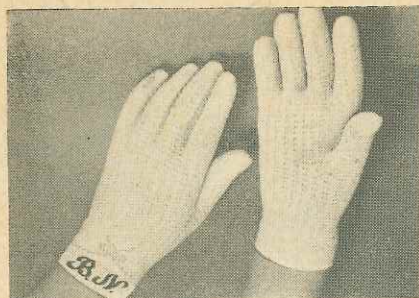
Eliminate parched throats and dry coughs caused by dry air! Get extra heat! A simple attachment that brings you dollars in comfort. Fastens to your hot air register in seconds . . . keeps the air moist . . . heats by humidifying. Enjoy warm-as-toast comfort on the coldest, blustery days. Fill styron tank with water and insert sponge. 8" diameter.

A 5763 **98c**



The Dustless Cleaner

New! Dustless Cleaner for smooth surface floors draws dirt and dust to it like a magnet! One stroke—presto! Floors are clean as never before. No dust flies in the air to re-settle on other furniture or drapes. Gathers up coffee, glass, threads, hair, lint—everything into actual clusters before your very eyes. Now, keep floors hospital clean always. SA 5304 **\$2.98**



Fashion Fitting From Fingers To Cuffs MONOGRAMMED STRETCH GLOVES

If you want to be particularly nice to your hands . . . treat them to the perfect fit of imported, white stretch gloves. Prettily embroidered with any initials to give that custom-made look. Loomed from finest nylon thread and delicately sprinkled with simulated pearls along the cuff, they fit any hand. Take them off, they never lose shape, even after laundering.

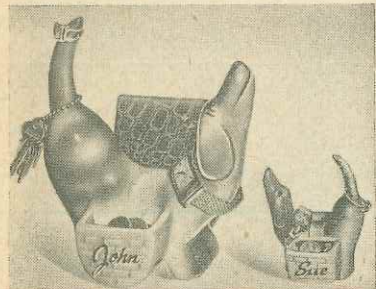
PA 7624, Pair \$2.98
JA 7625, Not Personalized. \$1.98



Imported Oriental Scuffs

The lady of leisure will adore the beauty and comfort of these exotic Oriental slippers. Luxurious, shimmering tops have embroidered flower design in gay multicolors. Comfortable leather soles and padded innersoles for extra long wear. Fully lined, hand-stitched throughout. Give actual shoe size.

DA 8453, Pair \$1.98



Personalized "Watch" Dogs . . .

. . . The over-night parkers! Mr. Rover holds his master's wallet, rings, keys, etc.; Mrs. protects madame's jewelry, pins, etc. Perfect pedigree for night table or vanity. Hand-lettered with any first name or monogram. Vividly colored.

PA 7247, Mr. Rover, 8" high \$2.95
PA 7248, Mrs. Rover, 4" high \$1.95
PA 7249, Both for \$4.50

In Just 30 Days You Can Have LONGER, STRONGER NAILS

Give your fingernails a vitamin treatment with Miracle brand Nail-Strong. Benefits the nails as much as it beautifies them. Nails begin to lose their brittleness after a single application—attain a strong, healthy context. A gentle aid for longer, delicately beautiful nails.

A 6965 \$1.00



Monogrammed Just for You! BLOUSE & SWEATER COLLAR

Sweaters take on "oh-so-different" sophistication . . . tired old blouses become exciting newcomers! Dreamy, attachable, white pique collars are embroidered in red with ANY name or 2 or 3 initials. Teenagers love 'em with school letters . . . they'll stretch your wardrobe. Yoke fits snugly. DA 8419 . . . \$1.98



Guilty Desires??

You won't be called a miser if you reach for this gold, because it is fashion loot to wear and treasure! Lacy, dainty filigree bracelet and matching pearl studded earrings. Crafted in Germany. Gilded aluminum, won't tarnish. JA 8377, Gold bracelet; JA 8378, Silver bracelet; Each \$1.00 JA 8379, Gold earrings; JA 8380 Silver earrings. Pair \$1.00



Lavender Cricket Baskets

A home deodorizer with a decorator touch! An Oriental symbol of Good Fortune, it's filled with imported lavender blossoms from England. One teaspoonful of water every 5 weeks keeps the house filled with a delicate lavender scent . . . eliminates odors; absorbs moisture. Set includes 2 fragrant sachets for drawers, closets. A 7221, Set \$1.00



"Any-Name" Tie-Scarf

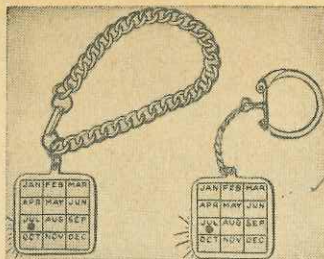
Newest wardrobe accessory — custom made for you! So smart under the collar of your dress, blouse or suit or wear it around your neck tied in an ascot or square knot. Gay, colorful crepe, 2" wide and 32" long. ANY NAME is exquisitely hand painted in contrasting color. In beige, tangerine, pink, canary, black, white, blue, green, red. PA 3921 . . . \$1.25



One Heart That Beats For Two

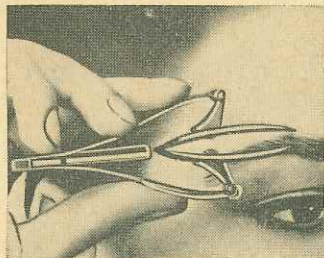
Twofold romance . . . twofold charm . . . two happy people. It's a broken heart that assures everlasting love. Give one half to your beloved—and only the two of you can put them together. Each half is a golden hued key chain with a sentimental message that may well hold the keys to your romance.

JA 7371, The set \$1.50



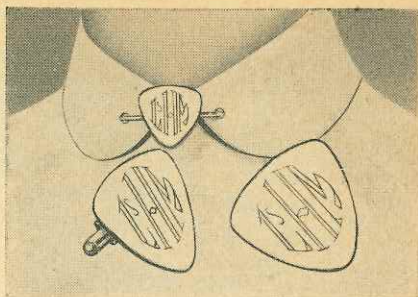
For The Date To Remember . . . CALENDAR BRACELETS

Give that special date a "charmed" life with this lasting memento. 14K gold finished bracelet has month of your choice accented with appropriate simulated jewel. Shows you didn't forget. Give specific date or any 2 or 3 initials to be engraved on back. DA 8687, Bracelet; DA 8688, Key Chain, Each \$1.19



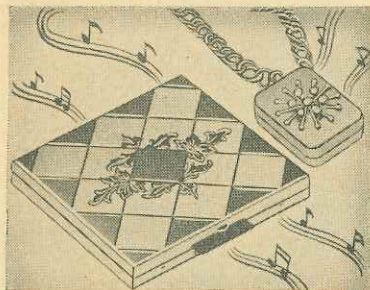
Imported Automatic Tweezer WORKS PAINLESSLY, QUICK

To keep you at your loveliest! A painless way to quickly and easily shape eyebrows. Precision made, it's diagonal tips have milled grips to grasp hair firmly — no more painful pulling, tugging. Just press the handle; special receding action extracts hair instantly. Keeps eyebrows alluring. JA 416898c



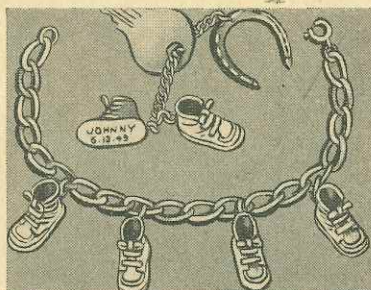
For Personalized Personality! ENGRAVED JEWELRY FASHIONS

You're living in luxury from now on! The luxury of a matched jewelry set that's so completely personal, so lustrously lovely. Exquisite earrings and cufflinks create distinctive originality to enhance any ensemble. Breath-taking pin keeps collars neat. Specify 2 or 3 initials, gold or silver. DA 7516, Earrings, Pair \$2.00
DA 7517, Cuff Links, Pair \$2.00
DA 7518, Slip-on Pin \$1.50
DA 7519, Set of all three. \$5.00



Musical Compact and Bracelet

Enchantingly different! Delightful bracelet and compact make melodious companions wherever she is. Both have beautiful gold-toned finish, tiniest precision Swiss movements in the world! Bracelet has sliding stopper. Compact plays when lid is lifted. Tax included. JA 8382, Bracelet. \$5.95
JA 8383, Compact \$9.95



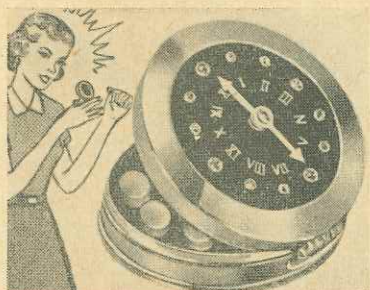
Baby Bootie Heirlooms

Bursting-with-pride grandparents love to show these precious keepsakes. Each 3/4" bootie bears a cherished tot's first name and birthdate engraved on its sole. In choice of lucky horseshoe keychain or dainty link bracelet. Solid sterling silver. DA 8193, Key Ring. \$1.25
DA 8194, Link Bracelet \$2.50
DA 8195, Name Booties, Each \$2.50



Around-The-Neck Mirror \$1.00

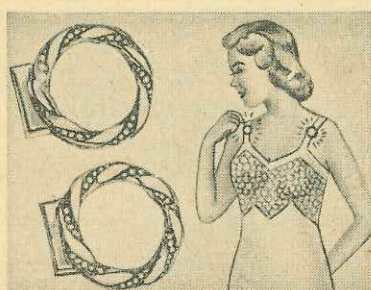
Handy! Useful! Hangs around your neck — leaves both hands completely free! Use it for applying make-up or combing hair; as a hand mirror. The men will want it for shaving. Stands so use it as a dresser mirror. One side gives true view, other magnifies. Lightweight, perfectly balanced. Gold-tone frame. 5 1/2" mirror. A 5911 \$1.00



"Pilltimer" Pill Box

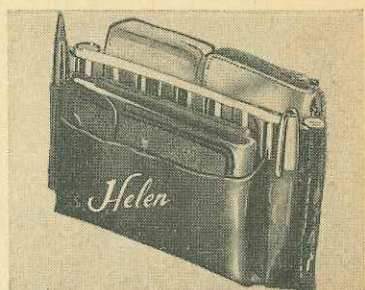
Forgetful about tedious task of pill taking? The Pill Time box not only carries and protects your pills, but tells you at a glance when the next one is due! Luxurious black face, jeweled numbers, satin-gold finished hands which you set for the desired hour. Snaps open at a touch.

JA 8384, Each \$1.50



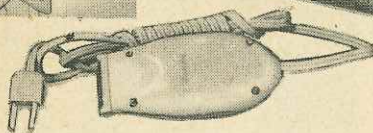
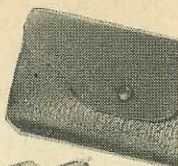
Gleaming Lingerie Clips

Shining newcomers . . . willing to work overtime restraining wayward slip and bra straps! Each golden wreath clips easily in place — ends annoyance of slipping by holding bra and slip straps together. You'll love 'em for sleeveless blouses, gowns, as a 'kerchief clip. Rich jewelers metal, 3/4" dia. JA 7148, Pair. \$1.00
JA 8435, 6 Pair. \$5.00



Personalized Purse Organizer

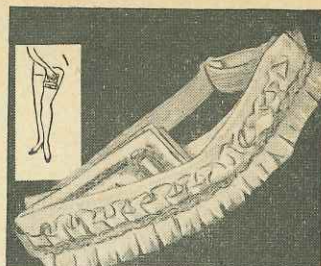
A place for everything and everything in its place! Exasperating searching is over when keys, pen, compact, wallet, lipstick, cigarettes, nail file permanently come to rest in its 9 roomy pockets. And, we'll distinctively personalize it with any first name on the front. Ingenious filing cabinet fits most purses. 7" x 3 1/2". PA 3439 \$1.50



No Nicks! No Scraping! LADIES' ELECTRIC RAZOR—\$2.95

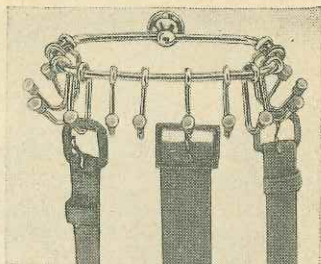
Do away with messy creams and scratching razor blades! With this new scientifically designed Ladies' Electric Razor, leg and underarm hair is whisked off in a matter of seconds — with no coarse regrowth. Skin stays satin smooth twice as long. Dry-shaves extra close, yet cannot harm skin. Distinctive leatherette case makes it a welcome gift. Powerful AC motor; rubberized cord. Better get one for yourself, too. JA 6489\$2.95

"Mad-Money" Garter Purse
Exciting can-can garter is so daintily feminine . . . yet gives the gals a glamorous and practical safe deposit for money and valuables. Wonderfully comfortable — ideal for traveling and dancing. It's fluffy red nylon with gold embroidered pleats on taffeta pocket. Has adjustable elastic strap. Will not bulge. JA 8465\$1.00



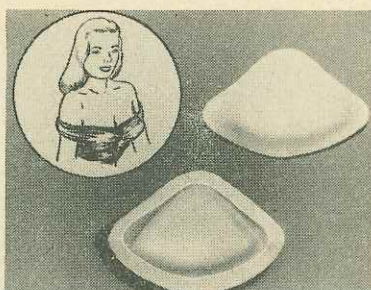
Handy Hanger Belt Rack

At last—a rack that holds a complete belt wardrobe neatly and compactly. Gliding rubber tipped hooks slide belts for handy finger-tip selection—no need to remove one to get to others. 12 chrome plated steel hooks with plastic tips provide ample space for ties, too. Easy to attach to door or under any shelf. A 3532\$1.95



Does Age Show in Your Hands?

Weathered brown spots on hands and face tell the world you're getting old — perhaps far too soon. Fade them away with Natura, the gentle cream that breaks up masses of pigment — makes skin look young and clear again. Face, neck, arms also respond eagerly. A medicated formula—not a cover-up. Greaseless. A 7325\$2.20



Give Your Figure "Curv-Allure"

Have a figure to fit the fashions . . . in today's higher, bolder silhouette. "Push-Up" Pads lift you to new glamour — even at the beach, because they're completely **waterproof**. Enjoy firm, comfortable support — deep divide—alluring uplift. Never slips or peeks . . . even in low-cut gowns. Soft vinyl foam. A 8167, Size "A"; A 8168, "B". Pair. \$2.50



Zippers In A Zip

"Here's an invention that solves the mess—of pulling up zippers in back of your dress!" Zipper Pullup enables you to fasten long back and side zippers on evening gowns, bathing suits, etc. Women have long awaited this clever idea for pulling zippers Up or Down without awkward reaching or straining. 18" long. Polished brass. A 6488 \$1.00



Hide-A-Pad

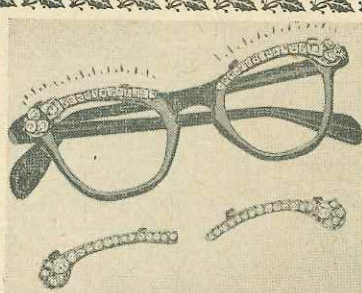
Beautifully embossed quilted-plastic cover disguises your intimate personals. A sensible solution to embarrassment that too often accompanies this delicate problem. Small size covers box of 12 for travel, or office; large (for box of 48) is ideal for home use.

A 5976 (small)\$1.25
A 5977 (jumbo)\$1.50



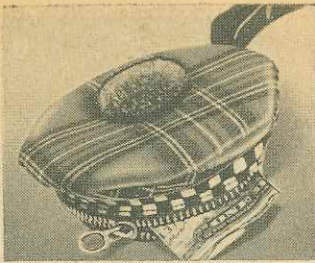
Any-Length Nails . . . In Minutes

Transform broken, split or bitten nails into long, graceful nails you have longed for! "Beauti-Nails" glamorizing solution brushes on as quickly as nail polish. Not an artificial nail — but a scientific compound that actually grows with the nail. Builds and adds uniform length. Files and polishes beautifully—won't come off. A 7040, Tax inc..\$1.25



Dazzling Spec Glamourizers

There's diamonds in your eyes, lovely lady! You're sure to get comments that please when you add these stunning diamond jeweled snap-on clips to your glasses. Changes your specs to a gala mood in an instant! Easy to apply, adjustable. Will fit any frame. JA 6751, Silver Plated Clips \$1.00
JA 6752, Gold Plated Clips \$1.00



Scotch Cap Purse
'Tis a wee bit of Bonny Scotland that will become one of your most cherished possessions! An authentic tartan, replete with sparkling plaid, gay tassel and furry pom pom. Purse is palm size and fits snugly in handbag or pocket. Keeps the loot safe with zipper closure. A nifty gift for the Scotch of heart. 3½" diameter. A 5642\$1.50



Stop Heels From Flip-Flopping
It's downright aggravating to have shoes flop up and down with every step. Heel Secures put an end to this annoyance pronto! Comfortable, self-adhering rubber suction grips fit in the back or strap of any oxford, pump or sling back shoe; stays there until you take them out. Prevents heel irritation. A 7735, 3 Pairs\$1.00



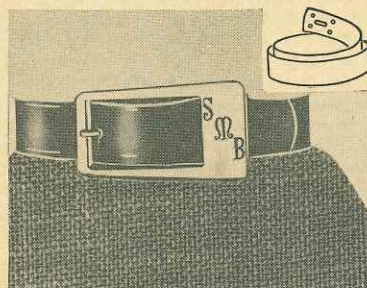
**Keeps False Teeth Sparkling Clean
PERSONALIZED DENTURE DISH**

An orchid to the person who thought this one up! This spacious plastic container has plenty of other uses, too, but it's the ideal thing for sparkling false teeth that need overnight parking. The lucky recipient will be so thrilled he'll want to put his teeth in at once. Complete with cover to keep teeth extra-sanitary. We'll hand letter any name along with the delightful saying (as illustrated). PA 1725, Complete\$1.25



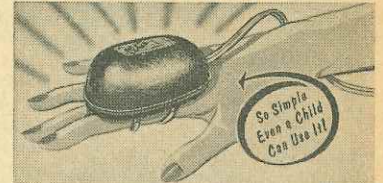
Professional Pin-Curler

So easy to use! So lovely the result! New-type Professional Pin-Curler sets your hair in minutes. No standing for hours! No long waits until your hair dries! Simply take a small section of hair, insert Pin-Curler, roll hair to scalp, remove and insert bobby pin. It's the softest—yet tightest—ringlet ever. For wet or dry hair. A 4419. \$1.00



Personalized Convertible Belt

Be fashion's favorite by adding a personalized touch of glamour to your every costume! Switch this handsome monogrammed buckle in the twink of an eye from one belt to another. Black, red, blue, tan or beige 1½" belt. Silver or golden buckle. Sizes 22 to 32 DA 8594\$2.15
Extra belt straps to fit with this buckle DA 8595\$1.15



Heavenly Relief!—And Only \$2.95!

Imagine a portable Electric Health Massager at this low cost! What an economical way to increase circulation, soothe tired muscles, relax tense nerves. Requires only a guiding hand to rub a dub dub you to health, vigor and vitality. Ideal aid for spot reducing, scalp massages, refreshing overtired children. Pocket size. A 6917.....\$2.95



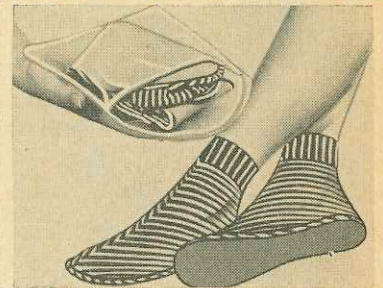
Wings . . . For Wrinkles

Here's the beauty secret of Hollywood's most glamorous women! Dainty Wings help squint line, wrinkles and furrows "fly" from forehead, lips and eyes. Specially treated, flesh-colored Wings work while you sleep to gently help your skin stay youthful and fresh. Perfected by beauticians. A 7502, Set of 60.....\$1.00



Imported Nose Scissors

Don't cut off your nose to spite your face! Now, remove unsightly hair from nostrils and ears safely, quickly. Don't run the risk of serious infections by using pointed scissors. Specially designed scissors has rounded ends—it's completely safe. Easy to use—does the job in minutes. Helps you to look your best always. Fine quality. Imported. JA 4471..\$1.95



They G-r-o-w On You!

Magic slippers transport you into a world of lounging comfort—at home or traveling! These cozy cuddlers stretch to fit any foot . . . a dreamy combination of expandable stretchon and helenca-nylon that's washable, shrinkproof. Comfy, stretchable sole. They fit all. JA 7857, Men's Blue.....\$3.50
JA 7858, Women's Red Stripe \$2.98



No Bones! No Straps! No Wires!

Here's new bra comfort! Created by a top N. Y. designer. Continental Half-Bra pulls you up; holds you in today's higher, more glamorous lines with natural grace, absolute comfort. Velvety soft, pliable yet sturdy material lends joy to wearing strapless, backless gowns, playclothes. Wearable over falsies. Flesh-colored. A 6753, size "A" cup; A 6754, "B"; A 6755, "C". Two sets... **\$2.25**



Hand-Embroidered Imported Alpine Blouse

Take a fashion hint from the Swiss... an exquisite imported Alpine Tyrol Blouse entirely hand-done in homes of skilled Swiss needle workers. No two are exactly alike. "Pretty enough to pick" hand-embroidered flowers garland neckline and sleeves. Sheer, sud-s-loving Swiss voile of purest white. JA 7243; Size 32; JA 7244, 34; JA 7245, 36; JA 7246; 38. Each... **\$5.95**



Glamour Belles...

Contour Bust Beautifier

The stars way to glamour... endorsed in Hollywood! The complete streamlining package made especially for women, it's the easy way to beauty and fuller curves. Newly designed adjustable dumbbells are the effortless way to radiant poise and charm. A few easy workouts, and your figure is ready to do justice to form-fitting sweaters. A 8060, Set... **\$9.95**

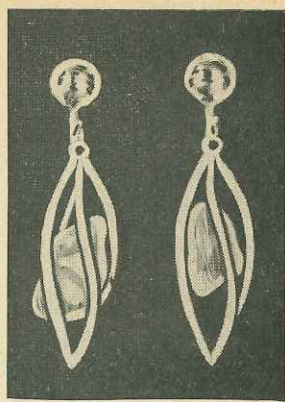


Come Clean in A Shower Chapeau

We're singing in the shower... about this wonderful new veiled cap that keeps your hair and face completely dry in the shower. Incredible, but true — you can actually bathe without dripping ends marring your pretty hairdo. And, if Hubby wants to go "first", don't make up while waiting; Chapeau keeps it perfect. Pastel plastic. A 7075... **\$1.00**

No Pair Exactly Alike— Turquoise Earrings

Strikingly different! Rich nuggets of genuine turquoise, mined in the West are set in their natural shape in delicate silver cages. Recaptures the old-fashioned handcrafted charm but are right in style with today's trend of mobile jewelry. A fascinating addition to milady's collection... so-o-o reasonably priced. JA 8359, Screw-back; JA 8360, Pierced; Pair, including tax... **\$1.50**



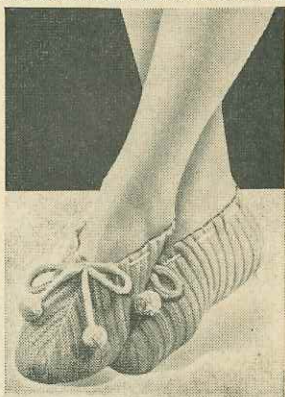
Halloween Pajamas For Prisoners of Love

Do a "stretch" with your cell mate in these pajamas that were the hit of the Broadway musical "Pajama Game". Perfect as a gift — riotous fun for Halloween — their prison stripes make you real prisoners of love — complete with flaming red hearts. Tailored broadcloth washes and irons like a dream. Women's sizes: sm., med., lge. Men's: A, B, C, D. A 6361, Each... **\$4.95**



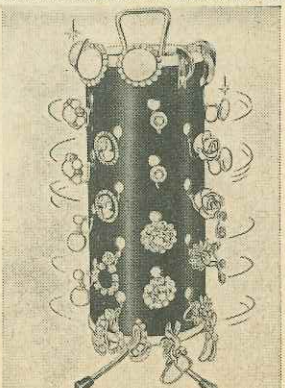
Cozy Bed Slippers

Entirely new! Whether you're off for two weeks with play, a week-end in the country, or just staying home, you'll love these. Rib-stitched of 100% virgin wool to protect your tootsies and keep them comfy. They stay snugly on your feet with self-tie pom-pom draw strings. They fold into the smallest package you ever saw for compact traveling. One size fits all. A 6225... **\$1.95**



Merry-Go-Round Earring Holder

It spins... it sparkles... it shows off earrings for you and friends to admire! Adds sparkling beauty to dressing table, livens up boudoir. Holds 20 pairs of screw-in and 12 pairs of clip-on earrings in matched pairs for easy selection. No more hunting for "lost" pairs. Top tray keeps rings, watches, small jewelry safe. Black and white; brass trim. A 7988... **\$2.00**



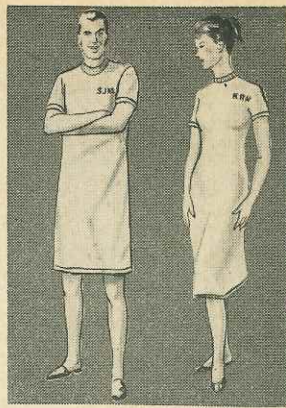


Personalized Shave Rack

Your own cheery-faced barber to greet you and make you smile each A.M. Peppermint-striped barber pole rack has spring steel arms for any brush and razor. Holds 2 years supply of used razors, get's 'em off sink and shelves. Glazed ceramic decorated with smiling face . . . easily cleaned. Is 6" high, stands or sits anywhere. Personalized with any first name. PA 8495 **\$2.95**

New Sleeping Freedom In Personalized T-PJ'S

If stabbing buttons, binding, chafing, pinching seams and crotch have been giving you sleepless nights, you'll love T-PJ's. Extra, extra long tee shirts are so comfortable, you'll never wear pajamas again. Rib-Knit — turn, stretch or twist unhampered. With any 2 or 3 initials. Specify man or woman. DA 7509; Small; DA 7510, Med.; DA7511, Lge.; DA7512, Ex. lge. Each. . . . **\$2.50**



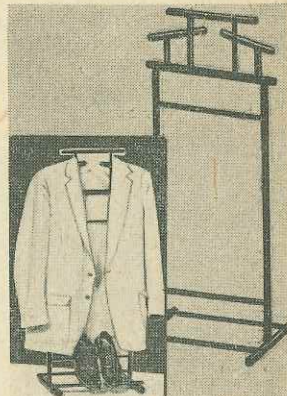
6-Ft. Long Mono- grammed Bath Sheet

It's a towel! It's a robe! It's 6 feet of regal elegance awaiting his majesty as he steps from the bath. No longer does he look like a half-clad native when caught unawares by the phone or door bell. He'll be all wrapped up in soft luxury of white terry with his initial on a princely multi-color shield! 72" long; 32" wide. Swell for the ladies, too. Specify initial. DA 7353 **\$3.98**



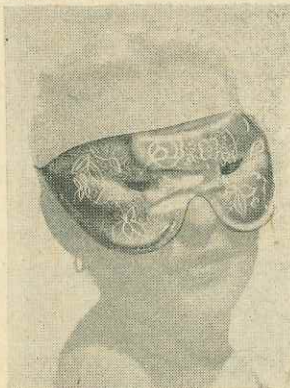
Better Than A Man Friday

What a way to boost your stock with Dad! How he'll appreciate this Silent Valet that holds a whole day's wardrobe — neatly and in place. Made of richly finished black lacquered wood, it helps keep slacks pressed and hangs the wrinkles out of coats. Also accommodates shoes, vest, ties and shirts. Saves time and temper in the morning. 48" high, 18" wide. SA 6127 . . **\$4.95**



Health and Beauty Mask

This is NOT a masquerade mask, but it's worth its weight in gold to sufferers from sinus, headaches, common colds, and overworked eyes. Warm Health and Beauty Mask and slip over eyes. Special safe, heat retaining liquid acts as soothing balm. Relieves pain and tiredness through scientific action as it speeds blood circulation. Use chilled too. A6578 . . . **\$2.00**



Staydry Panty

Night-time insurance against morning mop-up! Assures comfort — prevents wet outer clothes, bedding: A complete garment, not a diaper. Of fine, highly absorbent material with waterproof covering. Will not bind. Washable, boilable. State size. DA 5737, Infants (s., med., lg.) **\$1.50** DA 5738, Waist size 18 to 24 **\$2.95** DA 5739, 26-32 **\$4.95** DA 5740, 34-40 **\$5.95**



Oriental Pagoola Jewel Box

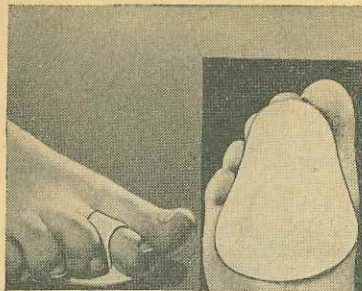
The ultimate in Asiatic artistic achievement . . . black lacquered wood inlaid with rich mother-of-pearl. Intricate Pagoola Jewel Box suggests the hiding place of regal treasure. Designed to hold lotus blossoms and moon stones, it provides ample space in its 4 drawers for jewelry, sewing equipment or even playing cards. 7"x5 3/4". A 7359 **\$3.95** A 8402, 5"x4 1/2" **\$1.95**



Glitter Boots

Keep your feet dry . . . fashionably, with these rainboots with a sparkle! Gold-flecked Glitter Boots are smartly styled, with a dainty ribbon tie for a neat, snug, ankle-flattering fit. One-piece seamless construction prevents leaks. Wear 'em in slushy snow. Fits all heels. Fold compactly. Plastic. A 6366, Small; A 6367, Med.; A 6368, Large; A 6369, Extra Large. Per Pair **\$2.00**





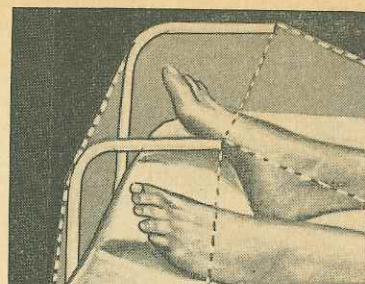
Amazing Relief for Hammer Toes WALK PAINLESSLY AGAIN

Walk with new authority! . . . feel the difference instantly. Medically perfected Hammer Toe Corrector stretches your toe, holds it in proper position while easing callous pain at the same time. Wear with any shoe. Has specially designed callous cushion base. Specify shoe size and width, left or right foot, man or woman. DA 7818. . . **\$1.00**



Restore Natural Youthful Color COMB AWAY GREY HAIR

Wonderworking Hair Blend Comb conceals grey, dingy, off-color hair without dyeing, rinsing, bleaching or tinting. A few strokes lasts until you suds it out. Will not accidentally rub off or stain linens. No complicated, messy preparation—simply comb on. A 7024, Brown; A 7025, Blonde; A 7026, Black; A 7027, Auburn, Each **\$1.00**



New Support Lifts Heavy Blankets RELAX—SLEEP "FOOT FREE"

Sleep in a cozy air pocket for feet—leave them free from the weight of heavy, annoying blankets. Helps you relax, eases tension, improves circulation. You'll awake more refreshed than ever before. In winter, or summer, increases blanket comfort. 2 arms raise covers to contact-free height. Folds flat. Fits all beds. A 5328 **\$3.98**



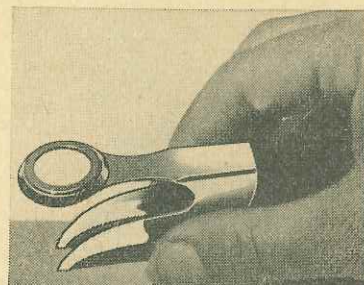
Parisian Bra Guide

Bust beautifier swoops under-and-up for a new kind of uplift. Minimizes large busts, accentuates small ones; gives deep divide, uplift, side control. Ends shoulder strain. Fits OVER bra; hooks from one bra to another. Specify size (32-A to 44-D), Color (Pink, White, Black), Regular or Lo-Cut (For plunge necks). DA 7782. . . **\$2.50**



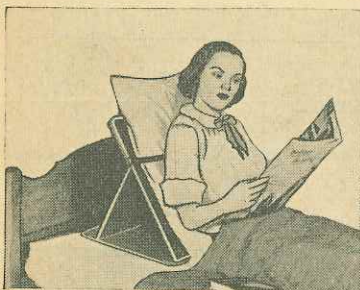
Enjoy Soundproof Slumber!

Do noises keep you awake? . . . Snoring? Noisy neighbors? Barking dogs? Traffic? "Seal-a-Snooze" Sound Deadeners reduce sound 1/1000 of original intensity. Lets you sleep longer. Expandable to fit, they slip comfortably into your ears and assure you of sound, peaceful sleep—anytime. It's relaxed slumber for men or women. A 7235, Pair. **\$1.25**



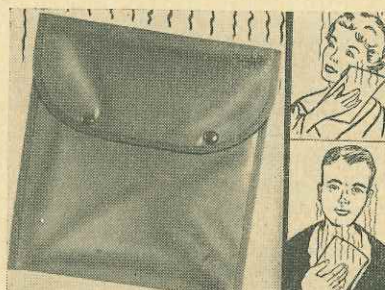
Pull Painful Invisible Slivers Quickly

Painful little burrs, splinters, hangnails, thorns, etc., which can't be seen with the naked eye can now be pulled jiffy-quick! Magnifying Tweezer makes tiny objects 3 times their size—lets you pull out the entire splinter quickly, easily. Enlarged view insures getting all the splinter. Easy to use with either hand. A 3792 **\$1.50**



New Back Rest Holds The Pillow YOU RELAX IN BED

Read, rest or breakfast in bed! Sturdy Back Rest provides support needed for lounging in bed comfortably; strong elastic band holds pillow in desired position, keeps it from slipping down. No adjustments needed. Sets up in a minute; folds flat under mattress for easy storage. Ideal for invalids. Washable finish. DA 8014. . . **\$3.98**



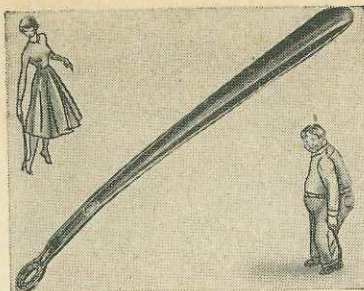
Helpful Relief For Aches & Pains WITHOUT ELECTRICITY!

Healthful, soothing heat without leaky rubber bottles or dangerous wires. Sounds amazing and it is! This new pad contains a harmless chemical that, with the addition of a few drops of ordinary tap water, causes a chemical reaction that generates heat. Pad lasts indefinitely; retains heat for 9-10 hours. Fine for colds, aches from sports, etc. A 6280 **\$1.98**



Teeth Brown & Stained?? MAKE THEM "DENTIST WHITE"

Don't smother smiles with ugly food and tobacco stains. New formula Kontrol-Foam reaches and destroys stains regular dentifrices can't reach. Trust your family's teeth to its amazing whitening powers twice a week and you'll be as enthusiastic as we are. Not a substitute for tooth paste, but just as necessary. A 7240, Set of two tubes. . . **\$1.00**



Eliminates Bending And Stooping GIANT 18" SHOE HORN

Tired of being tied in knots getting your shoes on every morning? Well, here's the no-effort way! Giant, king-size 18" shoe horn lets you stand straight up—you'll never have to bend. Protects your shoes; saves your back. Durable plastic construction; attractively designed in bas-relief! A swell gift for men or women. A 5320\$1.00



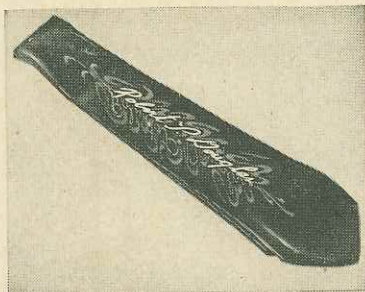
Stake a Claim to Un-Hidden Treasure With a DRESSER DE-MESSER

Don't fumble for those necessary odds and ends each morning! This ceramic replica of a tie and collar provides one convenient parking spot. Your first name is hand-painted before the word "Treasures." Ideal for keys, change, watch, wallet, rings, comb, etc. Unusual design makes it an eye-catching tray too. 5" diameter. PA 8451\$1.95



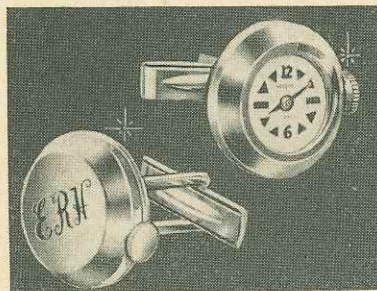
Helps Relieve Muscular Pain INFRA-RED MASSAGER

You'll feel the difference the first time you use it! Aches, pains seem to melt away as scientific Infra-Red Heat Massager sends penetrating heat waves into contours of face and body to relieve pain. Gently massage aching muscles, sprains, sinuses, etc.—feel good all over. For facial beauty, too. AC/DC. 6 ft. cord. A 4355\$4.95



Personalized Name Tie

Gentlemen agree what they want most is a quality tie that's different! And, here it is! His very own name hand-painted, then reversed to make this most unusual design. From a distance it's a smart pattern, but take a closer look. Quality nylon. Maroon, navy, powder or royal blue, brown, green, grey, gold, black or red. DA 6397\$3.50



Initialed Watch Cuff Links

A timely gift to withstand the test of time! The ultimate in elegance... one link is an ultra-fine 17 jewel, shock-resistant Swiss watch, guaranteed for accuracy. It's mate is a cuff link monogrammed with any 2 or 3 initials. Both are gold-filled; have "loss-proof" swivel backs. For men or women. JA 8520, Tax included.\$39.95



Personalized Men's Jewel Case

When you give him this... be prepared to be hugged! Rich brown leatherette finish is hot stamped in gold with your favorite man's own monogram. Smart case is lined with shimmering cloth to prevent scratches to his watch, cuff links, etc. Big enough for all his jewelry. Trimmed in goldtone; snap-tab closing. 4x5 1/2". PA 6062...\$2.50



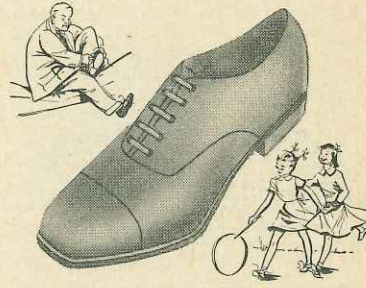
No Polish! No Cloths! No Brushes! 10-SECOND SPRA-ON-SHINE

Throw away your dirty polishing cloths, your messy polishes and shoe shine brushes! Just press the button on Spra-On-Shine and in 10 seconds have the brightest shine ever. Amazing clear plastic spray dries to a gleaming mirror-like gloss. Outlasts regular polish 3 to 1. Each can contains 50 waterproof shines. A 5703\$1.00



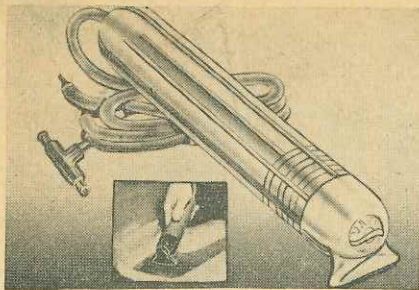
Personalized With His Name TRAVELING TIE RACK

No more wrinkled ties! Not when ties are kept in this genuine Leather Tie Case. Has a sturdy brass hanger that folds neatly out of sight when case is closed. Hangs up anywhere, without unpacking and repacking. Beautiful inner lining. Holds 24 ties. We'll hot stamp any name or initials you wish in 24 Kt. gold. PA 944, Including tax.\$6.95



No Stooping! No Fumbling! LACES NEVER NEED TYING!

Amazing Elast-O-Lace shoelaces outlast the shoe—let you slide shoes on or off easily without ever wasting time to tie or untie them. Elasticized 100% Nylon laces are individually adjustable. Perfect for children; a boon to the disabled. A 6460, Brown; A 6461, Black; A 6462, White, Per Pair.50c Two pair (any color) only.95c



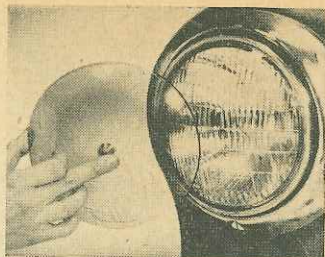
Operates From Your Dashboard PORTABLE CAR VACUUM CLEANER

Fits in the glove compartment! Clean car interiors in just a few seconds—sand, crumbs, dust and dirt are sucked up as efficiently as a large vacuum cleaner. Keeps car upholstery, floor and interior cleaner, prolongs life of fabric, makes the car healthier, more pleasant. Operates from your car—quickly attached to your dashboard without special tools. With 12' hose for hard-to-reach places.

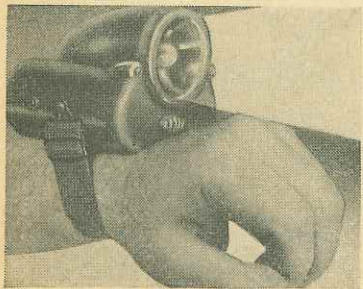
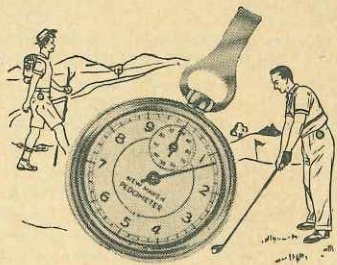
A 3749, Complete \$3.98

Any Headlight—A Foglight
Drive Through Fog . . . And See!
Drive through the heaviest fog at regular speed—without fear! Scientific amber contact lenses fit all headlights on every make or model. Just press to headlight—they stick! Carry in glove compartment for next fog. Use full candle power, high and low beams. Unbreakable.

A 7963, Set 98c

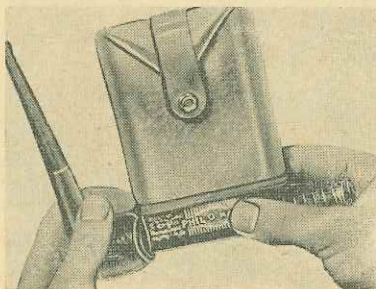


For Golfers! For Hikers!
Measure The Exact Distance
Pedometer measures distance as you walk—up to 100 miles! No figuring—it registers in quarter and full miles as you walk. Clips to pocket or belt. Nickle plated. JA 3444 \$5.95
Golfmeter tells you the distance to the green, length of your drive—to the nearest yard. Accurate. JA 8637 \$5.95



Ristlite—Both Your Hands Are Free

Here's what we've needed—a flashlight that allows free use of both hands! Snaps on wrist like a watch or set it up anywhere, at any convenient angle. Throws a clear 500 foot beam. For sportsmen, campers and a special blessing for mechanics and home handymen. Tough, durable, lightweight plastic. With bulb, unbreakable lens. Uses standard batteries. A 2281 \$1.00



Automatic Pipe Filler Pouch

A "pipe dream" come true. Just press the plunger of Phil-O-Matic; it fills your pipe automatically and tamps the tobacco firmly without spilling. No tobacco on rugs or floors. No need to open your pouch every time you fill your pipe! Even though you use it outdoors, tobacco stays fresh, clean—odor-free. Heavy vinyl pouch with lifetime filler mechanism.

A 4135 \$1.98



Never Lose a Golf Ball!

New GLOWING golf balls capture the sun's brilliance! See 'em in the densest rough—see 'em four times farther than ordinary balls. All quality, liquid center balls with para-rubber thread; tough balata covers. Color can be scrubbed without marring; won't crack or peel. 1 each fluorescent yellow, red, green, orange. JA 5848, Set of 4. \$3.95
JA 5849, Doz. ass't colors. \$11.50



Personalized Golf Club Covers . . .

. . . protect your woods and add distinction! On the white leather crossbands of each differently colored cover, we'll gold-stamp any initials or full name for the lucky recipient. Of heavy, water-repellent Play-twill, they're fleece flannel lined for added protection. Contrasting colored numbers for easy selection. DA 7358, Set of 4. . . . \$4.95



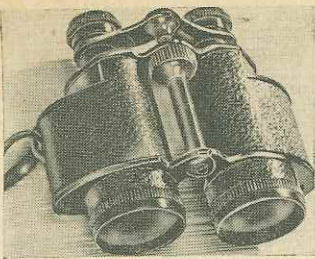
You'll Never Get Stuck!

Let it snow! Let it ice! There's nothing to fear with Traxion in the car. Gets you out of snow, ice or slushy ruts fast and easy, without exertion—like magic. Just spray—it forms a non-slip coating between wheels and road, at the same time begins melting action. For slippery steps, walks. Lasts entire season. Harmless. A 4664 \$1.95



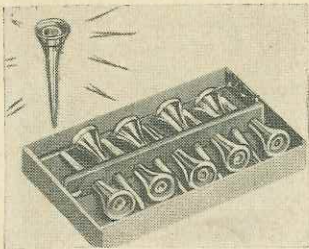
Like Sleeping on a Cloud!

The snoozer's dream come true! Car Nap ends car and road vibration, stiff necks, induces relaxation on long trips. Scientifically designed inflatable plastic pillow feels like velvet. Washable, scuff and abrasion resistant. Deflated—stores in glove compartment. For home, office, etc. Catch 40 winks—no one is looking. A 3202. . . . \$1.00



Be "On Top" Of Every Play POWER BINOCULARS

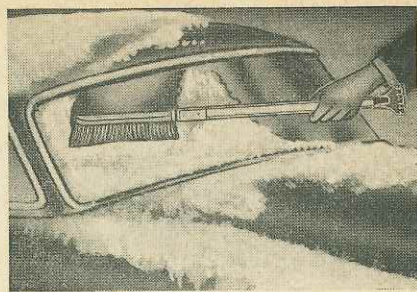
A "front-row" seat for all events! Distance melts away with these precision-built Binoculars. 3-power lenses magnify and give sharp detail over a wide view. Amazing clarity lets you get all the thrills at football games, races, traveling, theatre. Synchronized center focusing 5" x 6". A 4274 \$1.98



You'll Be Out Of The Rough GOLD PLATED GOLF TEES

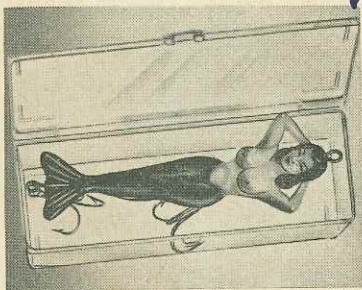
Whether he shoots 80 or 180, your favorite golfer will love you for giving him these 10 swanky 22 Kt. Gold-plated golf tees! In black gift box with clear plastic cover, they're sure to make him feel good, no matter what the score. A wonderful gift for men or women.

A 3264, 10 for \$1.50



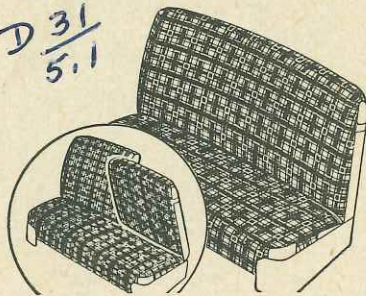
The Extra Arm's Length You've Needed! L-O-N-G HANDLED SNOW BRUSH

Extra long, 20" brush quickly removes snow from any part of your car without getting on your clothes. Tough, quality 2" plastic bristles make the job easy. Specially constructed scraper on end of handle breaks up heavy ice and removes it. Rubber squeegee removes water, frost, fog, steam. Plastic handle comes apart to let you use brush as a whisk for upholstery, floor mats, interiors; stores in the glove compartment. A 6140.....\$1.00



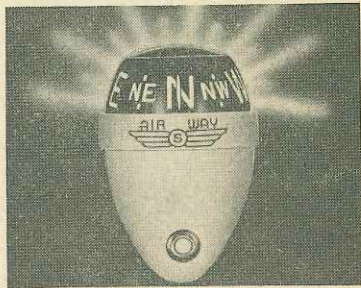
Virgin Mermaid Fish Lure

She really works! Attracts catches trout, bass, blue gills! She's a castaway's dream done in alluring bright, natural colors that are so inviting to fish. Almost guarantees you a prize catch every time! Of tough plastic with 2 strong treble hooks. In reusable clear plastic box. Casting size — 3" long. A swell gift for all your fishermen friends! A 5811\$1.75



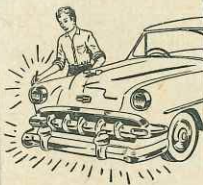
Denim Car Jeans

Imagine! — cars are wearing Jeans nowadays, too. These will take just as much abuse as the kind we wear protecting your car's upholstery from soiled shoes, pet hairs, and wet togs. And, they're completely reversible and washable. Slip on in a jiffy or store in glove compartment. Fits all cars. Prevents shocks. A 6544, For solid seats; A 6545, For split seats, each\$2.98



You Just Can't Get Lost!

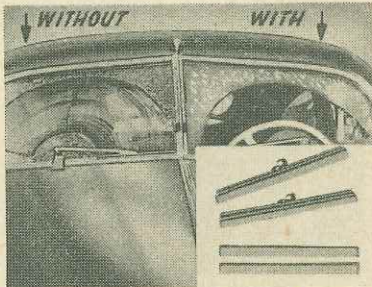
Wrong-way Corrigan may have been fashionable in his time, but it's just no fun to get lost nowadays. And it's almost impossible to with this accurate, finely-crafted Auto Compass. Installs instantly without tools on any car. Big, easy-to-read aviation dial and unbreakable case. The one necessary instrument not on cars. A 5761...\$2.98 A 7423, Illuminated dial...\$3.98



Clean Chrome Without Rubbing!

Throw away the elbow grease, Dad... Jiffy's goin' to town! Just dab it on — rinse it off. Rust disappears like magic! Chrome, porcelain, copper, aluminum, rusted nuts and bolts come out spanking new quick as a wink without heavy rubbing or back-breaking exertion. Unbreakable bottle with applicator.

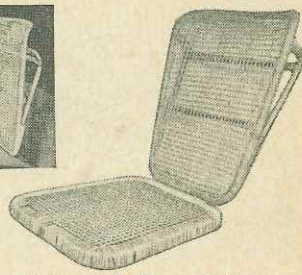
A 8097\$1.25



Clear Vision Through Snow Storms

Don't take a chance with your life! Chemically treated Sleetex Twins Dual Defroster blades provide safe, clear vision through sleet, ice, snow storms... helps prevent winter accidents. At first sign of a storm, simply slip onto your windshield wiper. Steel frame; cannot harm windshield. Fits all cars. With 2 refills.

A 8556, Set of 2.....\$1.25

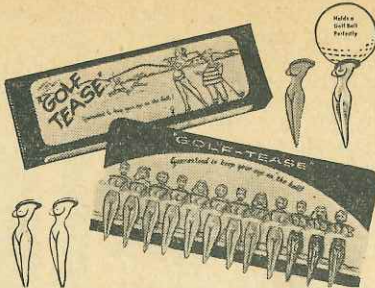


Relax in a Cool Seat

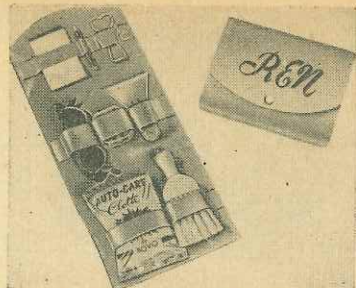
Air conditioned driving comfort! Lets you sit forward comfortably with a minimum of strain—yet provides complete ventilation to keep back, legs and temper cool. Ends wet, sticky clothing... even on hottest days. Air currents travel in back and under you. Adjusts to back contour. SA 5690.....\$2.95 SA 4534, Back rest only...\$1.39



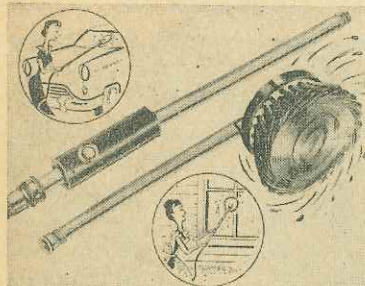
Lick Eye-Glare Without Glasses!
Wear them up or down—with or without corrective glasses! New all-purpose eye visor can't break. Gives more protection from glare than sun glasses with twice the comfort. Adjusts to any angle—rests the eyes. Wear for night driving, hunting, fishing, spectator sports. Special nose rest prevents slipping. Permits even tanning. A 6868 **\$1.00**



Wow! Play Golf With The Ladies!
These beau-tees will suit your golf game to a "tee". So put the "fair" back in the fairway! Colorful yellow, orange, red, and white "Golf-Tease" put more "body" into your game—keep your eye on the ball. As well as being artistic, these torso tees are practical. Hold a golf ball perfectly. Unbreakable plastic. The talk of the clubhouse! A 6547, 12 tees. **\$1.00**



8 Pc. Personalized Car Valet
Everything handy when the need arises. There's a brush for car or upholstery, ice scraper for windshield, sunglasses, bottle opener, polishing cloth, memo pad and pencil, and a complete sewing kit. All in a handy carrying case that is personalized with your favorite driver's initials. Fits in glove compartment. PA 1935 **\$3.50**



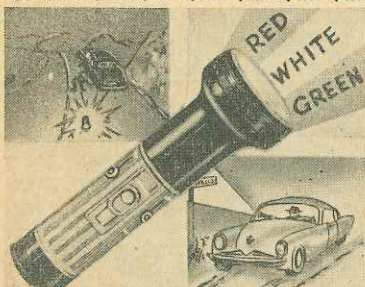
"Revolving-Brush" Washer
It "washes without work"! Just attach to garden hose and hold on. Water rotates scratchless, horse-hair brush so even hard-crust dirt, dust and grime come off quickly—without splashing. 4 ft. lightweight aluminum handle with regulator, shut off. For cars, walls, floors, etc. A 4293 **\$4.95**
With Hydraulic Sudser. Push suds; pull clear water. A 6746... **\$6.95**



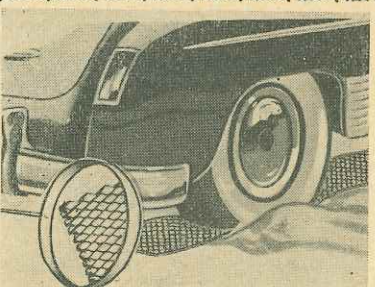
Score A Strike Everytime
Personalized Bowling Shoe Bag for your "bowling champ". Of heavy Suedene material with inspiring strike design; name-lettered with name or monogram. PA 8657 **\$1.79**
Bowlers Bowling Towel is just the thing when he "alibis" his poor score. 16"x25" cotton towel gaily printed in 4 colors and personalized with his name. PA 8658 **\$1.50**
PA 8659, Set of both **\$2.95**



Prevent Frost-Sleet Formation
Snow and sleet on car windows is hazardous! Just spray Safe-Vue de-icing fluid on windshield; start wipers to prevent hard ice from forming. Insures continuous clear vision during sleet storms. Frees frozen locks, too. Keep in glove compartment for easy use. Just squeeze the bottle—and see where you're going. Harmless-non-inflammable. A 3417 **\$1.00**



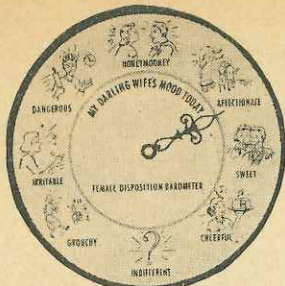
Safety 3-Color Flashlight
Not one, or two, but three different color beams from one flashlight. Indispensable for all auto owners as white light is used for repairs, red for danger, green for OK-to-pass. Handy for scouts, campers, hikers, boaters, fishermen. Swell around the house. Two standard batteries throw powerful 500' beams. A 5894, Complete. **\$1.50**



"Sure-Grip" Ice Traction Treads
Ever been stuck on a cold wintry night? You'll appreciate these! Gets you out of snow, slippery spots in seconds. Slip 'em under rear tires. Presto! Away you go. Grips the road—gives spinning wheels needed traction for smooth starts. Scientifically designed of tough, lightweight steel mesh conforms to your tires. Saves towing. A 965, 2 for. **\$1.98**



Spray-On Chrome Aluminum
A touch of the finger does it! No brush . . . no fuss . . . just shake the can and spray. In seconds—new life to rusted car chrome, peeling radiators, scratched cabinets . . . anything with a chromium finish. Amazing instant paint dries almost as soon as it's applied; almost outlasts the metal. Non-clogging fingertip valve. A 5618 **\$1.49**



How's Her Disposition Today?

Has fascinating turnable dial which points to cute pictures with appropriate captions like: angry, affectionate, indifferent, sweet, etc. Hung in bathroom or kitchen, it gives hubby an inkling of spouse's temperament. "My Darling Wife's Mood For Today" inscribed on blue, red, and yellow face.

A 8626\$1.00

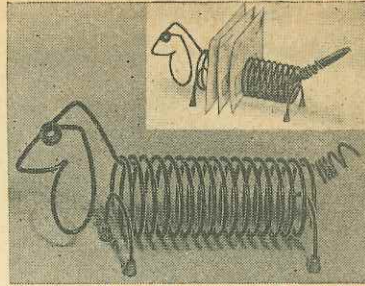


Kokeshi Candy Box

Intriguing double box makes a wonderful hiding place for things you want to be "found". Top part nests in bottom, has tasseled lid. Jovial little Kokeshi girl is gayly decorated, inside she's lacquered in black. Invites all comers for chocolates, nuts, tea or favorite drinks.

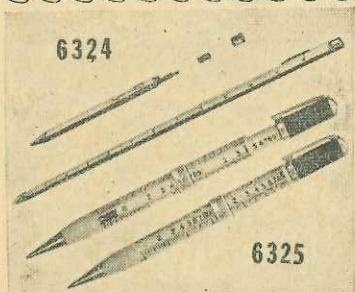
A 8575, 4" high x 4" wide...\$2.50

A 8576, 6" high x 5" wide...\$3.50



Busy, Busy Busy?

Dashing Desk Dachshund will curl up on your desk and be the best writing pal you ever had. He's all wound up to hold scads of mail and memo paper. And when you come to the end of things—just put your pen in his tail. Wrought iron finish and rubber feet make him the puppy to clamber onto the desk of slow writing friends. A 6497...\$1.00



Educated Pencils

Smooth-writing automatic pencils with built-in lead compartments and eraser. Always at hand.

Ruler Pencil: E-x-p-a-n-d-s to an accurate foot-long rule, calibrated by both inches and sixteenths.

JA 6324\$1.98

Slide-rule Pencil: Precision perfect to the 3rd figure. Does multiplication, square & cube root, division, angles, etc. JA 6325....\$2.95

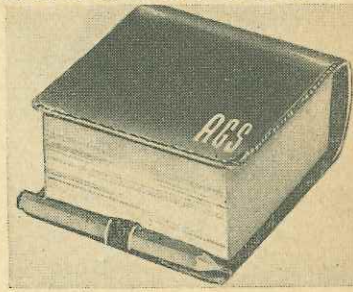
THIS
Sympathetic Ear
IS LOANED THROUGH
THE COURTESY OF
The Kelly's

So go ahead and complain, cry, nag, cuss, worry, fret, alibi, lie, welch and pity yourself to your hearts content.



Personalized Sympathetic Ear

A painless way to lend a Sympathetic Ear to tales of woe! This cute old man with an overgrown ear carries two signs—one tells who he is and what he can do; we'll personalize the other with any name so folks will know you are the donor with "big shoulders". No better way to chide nagging wives, chronic complainers, sad sacks. Hand-painted plastisol; 6" tall. PA 8553\$1.00



Personalized Jumbo Memo Pad

Beautifully bound in luxurious simulated leather with attached pencil. It's 3" deep with 350 note pages. Your choice of red, green, or canary. We'll beautifully gold stamp any 2 or 3 initials on the cover. Order one for the home, one for the office, keep one in the car. 4" square. Makes a distinctive gift. PA 657\$1.00
PA 658, 2 extra paper refills...35c



Fortune-Telling "8 Ball" Game

Bewitched? Bothered? Bewildered? Jusk ask this Magic "Eight Ball" a question—any question—and your answer appears like magic! Peps up parties, gatherings—it's full of surprises. Also a paper weight for home or office. Answers questions in a mysterious way that will leave you and friends completely baffled. Use over and over. A 3672...\$1.98



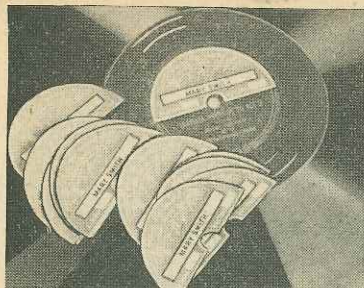
Dinner in the Bathtub!

Imagine washing yourself with a hot dog or hamburger. Fantastic—but true! Whimsical Snack Soap is as appetizing as the real thing—but completely indigestible. Guests gape when they ask for soap and get a hot dog! Children love 'em! Both are actual size and in juicy, true-to-life colors. A 7367, Hot Dog; A 7368, Hamburger; Each...\$1.00



No More Strained Eyes...

... from trying to read small type in phone books, bonds, insurance policies, dictionaries, maps, etc. Handy, palm-size Magnifier Glass doubles everything in size. No need to hold it—just slide from line to line—leaves both hands free for writing, typing, holding other papers, etc. Carry in pocket or purse. A 5360\$1.00



Personalized In Gold . . . PHONOGRAPH RECORD SEALS

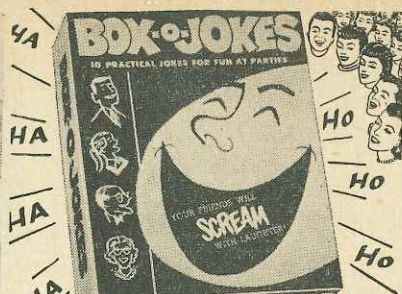
Be doubly proud of that fine collection of standard phonograph records. Embossed, specially gummed seals are stamped with your name in gleaming gold. Index space is provided to identify proper album and pocket. Wonderful for preventing loss.

DA 8598, Box of 50 **\$1.69**
DA 8599, Box of 100 . . . **\$3.00**



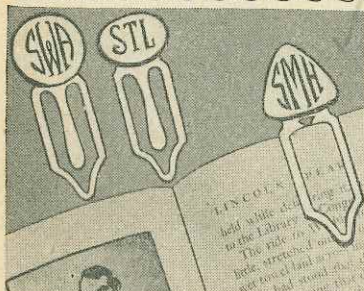
Always Ready!! TINY, SECRET POCKET CAMERA

Carry it in pocket or purse . . . and take clear, detailed pictures at a moment's notice. A replica of the miniature spy camera used to take secret photos during the war. Only 1 1/4" high x 2" wide with quality lens for close-up or distance pictures. Weighs only 3 oz. 10 exposures to roll. With protective case. JA 6420 . . . **\$1.98**
JA 6421, Six rolls of film . . . **\$1.00**



A Scream At Parties . . . BOX-O-JOKES

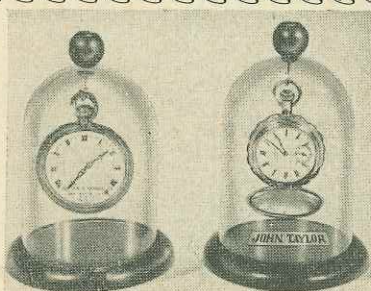
10 harmless practical jokes for everyone's merriment! Imp bottle — lies down for you only. Shock letter — gives mild shock when opened. Fly pin — won't "shoo" off. Plastic worm — a riot in the fruit salad. Stick it — holds cup to saucer. Plus Black Eye joke, Devil's hook, Hot toothpicks, Dummy cigarette, snappy gum. A 8452 **\$1.00**



Personalized Gold Book Marks

"X" marks the spot where you were interrupted right in the midst of that most exciting "who-done-it!" Personalized, attractive book marks will help you find your place back in any book in a jiffy! Giving a book for a gift? Include a pair.

DA 8662, Round Book Mark **\$1.00**
DA 8663, Oval Book Mark **\$1.00**
DA 8664, Tri-Cornered Mark **\$1.00**



Keepsake Dome with Name Plate

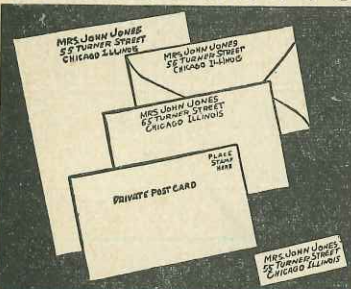
Beautiful, graceful "bell case" displays your treasured Grandfather's pocket watch! Makes the old family watch into a modern time piece — fit for the desk of a king. The dome, of crystal clear DuPont Lucite, has highly polished wooden base.

PA 3950, With any 3 word imprint on the name plate **\$4.45**
PA 3951, Without name plate **\$3.95**



30,000 Word Midget Dictionary

But 30,000 words is not all you get in this master of the English language. Tells how to address officials, has foreign words and phrases (the kind that come up in everyday conversation), etc. Handsome genuine leather with attractive gold tooled design; printed on fine India paper. Snap closing. 2 1/4" x 3 1/4". A 6402 . . . **\$2.19**



725-Pc. Personalized Stationery

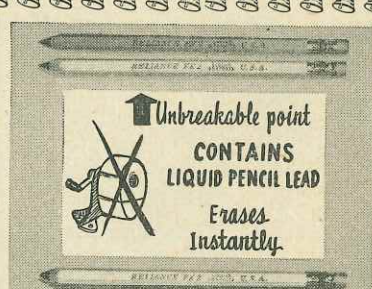
Smart-looking correspondence personalized with your NAME and ADDRESS! Here's real distinction — and a time-saver, too! Wonderful set fills all writing needs — 100 quality white vellum sheets (8" x 6"); 50 matching envelopes; 75 post cards; and 500 gummed labels. State name and address.

DA 7534, All for **\$3.98**



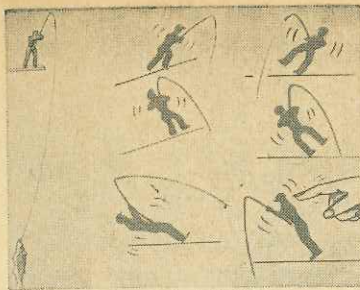
Help! Trixie's Almost Alive!

Folks squeal! Women scream! We'd be scared stiff, too, if we didn't know the facts. Even when you see this animated mouse, you'll have trouble convincing yourself she's not alive. Trixie's a finger puppet that runs up your arm, begs, peeks from a pocket — obeys your every command. You've never seen such realism. A 7521 **98c**



Liquid Lead Pencils

The right pencil with the "ever-write" point. Amazing liquid lead has the whole country talking! Literally rolls out words smoother and more clearly than any pencil you've ever used. Contains liquid graphite that dries and erases instantly. Point never needs sharpening — never breaks. Always ready to write. A 7975, Set of 4 . . . **\$1.00**



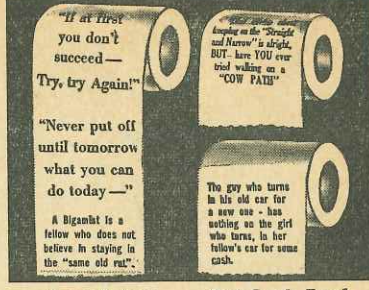
OOoooh! AAhhh! "A LUCKY STRIKE"

Angling for a laugh? Here's the catch for fun and merriment. Novel Fisherman balances precariously, moves back and forth in unusual positions with a bigger-than-he-is fish hooked to his line. He goes forward, sways from side to side. You'll hold your breath wondering—Will he fall or won't he? In bright colors. A 8505 **69c**



Give 'Em This If— HE'S GOT EVERYTHING

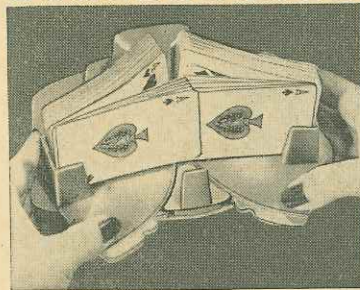
Just the thing for your mother-in-law, husband, business associate—a Jeweled Cork to plug up the hole in his head. (The jewels are so feelings won't be hurt.) It's a real cork, 1 1/4" high, topped with sparkling stones and fur; a gilt cord holds a card that says it's "For that hole in your head. JA 8596, Each. **59c**
JA 8597, Set of 2 **\$1.00**



Scandalous . . . But Such Fun! FUN FILLED TOILET PAPER

Want something to make your guests sit up and take notice? Try these laugh loaded bathroom rolls for a riotous twist. Each one spins out humorous sayings such as "If at first you don't succeed, try, try again!" or "Do it today!" Now, read toilet paper instead of lugging magazines and books.

A 7777, Set of 3 rolls. **\$1.00**



Automatic Card Shuffler

Now, ladies, stop dealin' from under the table, and gentlemen get them aces out of your sleeves! Here's the quickest shuffle yet with this new **AUTOMATIC** card shuffler. It shuffles up to 3 decks perfectly everytime. No more breaking fingernails. No more contortions. Turn shuffler over, there's a canasta tray. A 6549 **\$1.98**

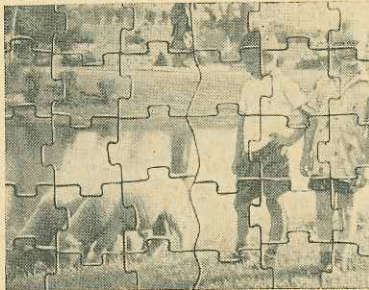
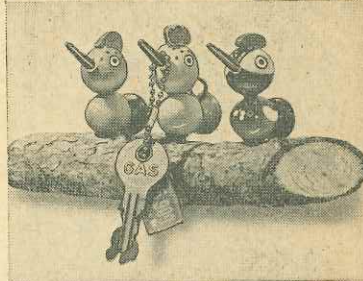


Photo Jig-Saw Puzzle

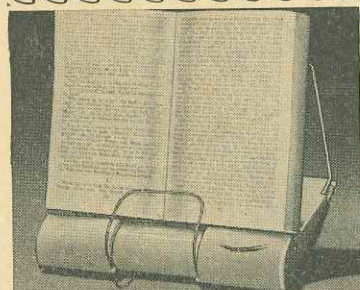
Imagine the surprise and delight when the children assemble this puzzle and discover their family, pet—or ourselves! We enlarge any of your favorite snapshots, (print or negative) and make a large 8x10 jigsaw puzzle that will capture everyone's fancy. Picture is returned.

DA 8592, Black and White. . . **\$1.50**
DA 8593, Hand Colored. **\$2.00**



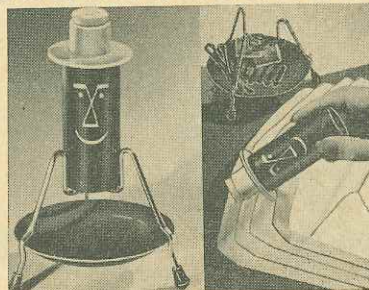
Didja Ever See A Key-Key Bird?

Well, bless our Audubon souls if these three aren't the most practical birds of a feather ever to hold the keys of your kingdom! They're hand-painted and hold their beaks high to keep keys, notes, pot-holders, etc., fingertip handy. Extinct? Not on your life! They'll perk up walls for years to come. On 5" hardwood log. A 7544 **\$1.00**



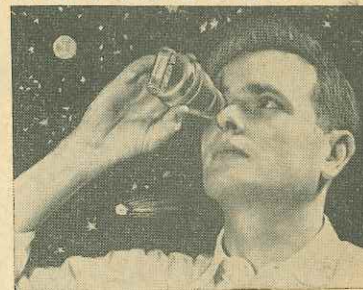
Holds-A-Book . . .

. . . and lets you relax while reading books, magazines and newspapers of all sizes and weights! It holds them securely, conveniently, at the angle you enjoy. Adds so much to reading comfort. Swell in the kitchen for recipe books. Dandy in the bedroom, workshop; for students, at the office. Durable, lightweight plastic. A 5372 **\$1.00**



Meet The "City Slicker"

Here's a tough and ready guy who really uses his head—especially when he has water on the brain. Fill his plastic squeeze bottle head and he'll lick any thing in sight, mainly stamps and envelopes. His "shapely" legs with rubber tipped feet support a matte black metal tray for holding paper clips, erasers, etc. 6 1/2" high overall. A 6535 **\$2.00**



Key to the Heavens

Twinkle, twinkle, little star, now I can find you, wherever you are! True optical instrument projects 30 different charts into the night sky to identify 135 stars, 45 constellations. Clearly shows the mysteries of the skies; planets, moon, etc. A healthy, educational pattern for young and old.

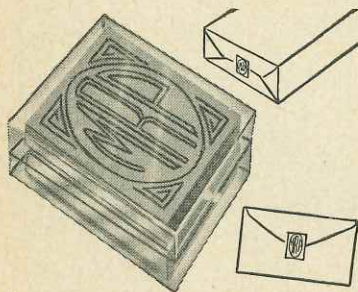
A 3219 **\$1.98**



The Right Card At The Right Time 50 ALL-OCCASION CARDS—\$1

Insure your reputation for thoughtfulness and save countless trips to the store. There is a dramatically reproduced, colorful card for almost every event, every person, every need—birthday, get-well, new baby, anniversary, sympathy, etc. No more "belated greetings" with these cards at your fingertips. With envelopes it's a \$3.50-\$5.00 value.

A 7787, Complete Set of 50, only. **\$1.00**
A 8649, Two Sets (100 cards) . . . **\$1.95**



Monogrammed Gold Seals

You couldn't ask for anything more luxurious! Resplendent Gold Seals personally monogrammed with any 3 initials you desire. So rich, you'll want to show them off on all your stationery. So distinctive you'll identify all your books and luggage, gift wrappings. State initials in order desired. In a reuseable plastic case. DA 7786, Box of 100 . . . **\$1.00**

Aren't They The Cutest Things!
NEW ADVENTURES IN SOAP
That's right . . . they really are soap! Designed to tickle the funnybone . . . guests and youngsters love to wash with these colorful, fine castile soaps.
Quick Snack. Looks good enough to eat. A 6305 . . . **\$1.00**
Three Little Stinkers. Impish looking skunks aren't even "smelly". A 6306 . . . **\$1.00**



Unlock The Key To Your Heart PERS. PHOTO KEY CHAIN

Have the keys to your heart with you always! Handsomely monogrammed gold-finish Locket Key Chain holds 4 pictures of loved ones. Opens with a flick of the finger; no sorting through wallet . . . no bent or crushed snapshots. "Stamp" size. Key ring holds 15 keys. With any 2 or 3 initials. PA 7522 . . . **\$1.50**



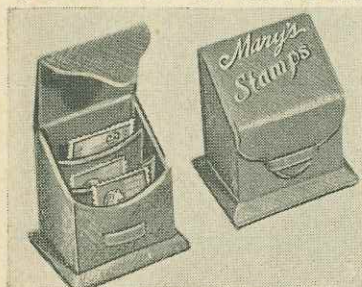
"Oh! Johnny" Pipe

Won't Aunt Anne be mad when she finds this in the catalog, but you'll be the life of the party when you smoke it! It's sure-fire to break the ice at any get-together—a "hit" every time. Standard size, it has a natural highly-polished hardwood finish. Movable hinged lid—just like the real thing. Say, Aunt Anne, let me use it, too! A 1109 . . . **50c**



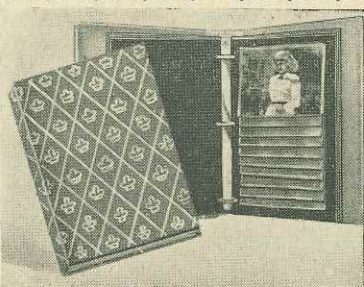
The Shortest Shorthand

We didn't believe it either, but now everybody in the office is taking notes like a whiz-bang professional. In four days it teaches you a new method of shorthand that's easy to remember and hard to forget. No complicated symbols—just a new method of using the A-B-Cs. For home, office, school. A4458 **\$1.98**
A 8647, Practice Handbook. **\$1.00**



"Mail Box" Stamp Holder

Cute as can be! Dandy little Stamp Holder is shaped like a Mail Storage Box. Holds huge stock of stamps in 3 separate sections—always available and clean. Fine quality leather; "Stamps" is in gleaming gold. A 4762 . . . **\$1.50**
Personalized Stamp Holder. Same as above but with monogram, family or first name. PA 8648 . . . **\$1.95**



Holds Over 280 Photos

Holds all your pictures! Richly bound in gleaming leatherette, it looks like an expensive book. Actually, it's like a loose leaf notebook with 3 separate "pages," each with 10 transparent sections. Photos on both sides. Padded covers, gold tooling. Holds your most cherished possessions. A 5526, Flip-it Photo Album . . . **\$2.95**
A 5527, Refill sections, Each . . . **75c**



The Pencil With a Brain

Authentically measures evrything—even in hard-to-get-at places. Just roll top along any surface—round, flat, irregular, curves, zig-zag, and there it is—any measurement from 1/4" to 36"—like magic. Does many jobs rulers cannot do. Ideal for sewing, carpentry, etc. Smooth writing, mechanical pencil with pocket clip. JA 2160 . . . **\$1.49**



HAND STAMP ONLY
FIRST CLASS MAIL
AIR PARCEL POST
SPECIAL HANDLING PLEASE REMIT
PRINTED MATTER SPECIAL DELIVERY
FOR DEPOSIT ONLY REGISTERED
DO NOT BEND
VIA AIR MAIL

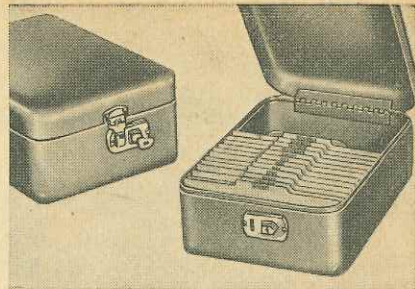
Office Efficiency For Your Home "DAILY DOZEN" STAMP

Think of the convenience of 12 rubber stamps built into one! Simply turn dial and select stamp you need—all the proper indicia for mailing, banking, billing. Saves time, space. Each of the 12 stamps is 1½" long . . . prints clearly and speeds up mail handling.

A 7966 \$1.98

What Does The FUTURE HOLD FOR YOU?

The mysteries of the future unfold before you! Gong Hee Fot Choy game reveals the future through the mysteries of the Orient and wisdom of great astrologers. Answers questions on Finance, Marriage, Money—just about anything. With Fortune Telling Book; Astrology, lessons. A 7435 \$1.25



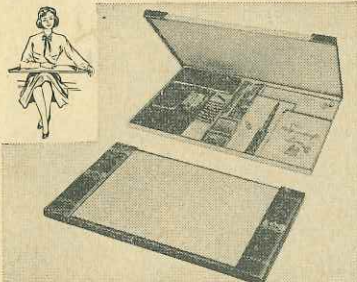
All Steel Personal Cancelled-Check File KEEPS CHECKS SAFE, CLEAN, IN ORDER

Banker's efficiency for cancelled checks! Monthly separators in attractive Steel Check File permit quick reference; keep important checks safe, clean, at hand for business and budget information. Especially handy at income tax time. Sliding follower block makes filing, removal easy. Holds 5 year record compactly. Enamel finish. 11½" deep. With lock, keys, dividers. A 4638, Personal size. . . \$3.95
A 7173, Same, but commercial size \$4.95



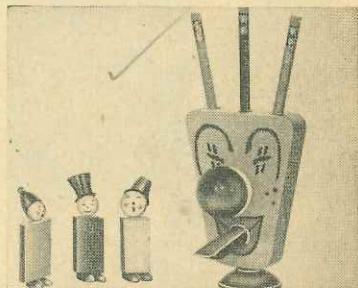
25 Wallet Size Photos—\$1.00

Think of it! 25 wallet-size portrait prints of graduation, wedding or other favorite pictures—just 4c each! Enough for all loved ones and friends—and to do your wallet proud. Just send picture or negative, and we'll return it along with these superb mementos printed on finest velour, double weight paper. DA 7958, 25 for ONLY. . . \$1.00



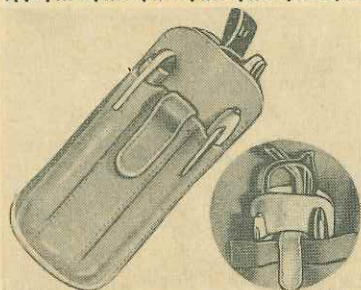
Put This Secretary On Your Lap

Portable Lap Desk is a compact, versatile secretary you can take with you everywhere. 12" x 19" writing surface blotter, 2 gold-embossed leather textured borders. Hinge lid lifts revealing storage compartments to hold all writing supplies. With stationery, envelopes, calendar, etc. A 6581 \$4.98
A 8656, Without accessories. \$3.98



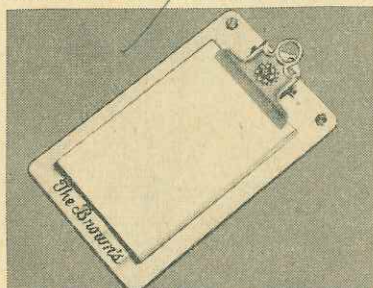
Daffy, The Clown And His 3 Sons

Ho. Ho. Ho. . . and a bale of pencils. Daffy Pencil Clown holds 3 pencils in his head; red nose is a sharpener; his tongue is an eraser. Cheery, natural wood face, hand-painted in bright colors. Won't tip. A 8413, Includes pencils. . . \$1.25
Three Sons are erasers with detachable wooden head and feet. A 8414, Set of 3. \$1.00



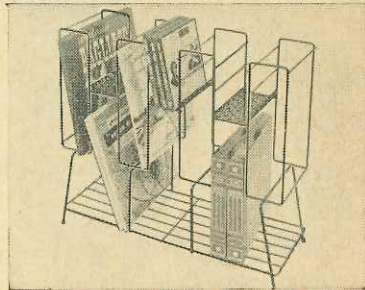
Glasses Can't Slip Out!

Glasses always falling from your pocket? Handsome, new-type case clips to your pocket, holds securely. Ingenious construction prevents accidental falling out, yet glasses, pen or pencil easily removed without removing case from pocket. Of top quality leather, sturdy spring clip. A 5361, As pictured. . \$2.00
A 6848, Without pen pockets \$1.50



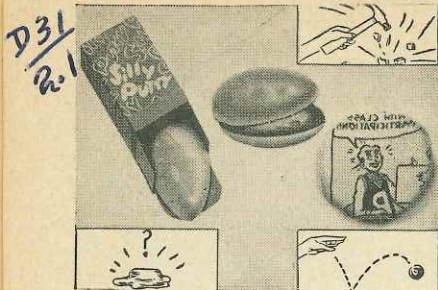
Personalized Golden Clipboards

Someone had a gem of an idea and we grabbed it for you! Beautiful, golden speckled clipboard with jewel-like trim is just the thing for holding note paper in the kitchen, near phone or in bedroom; perfect as a lap desk, too. To make it even more eye-appealing, we'll personalize it with any name or monogram. 5" x 8½". PA 8627 \$1.95



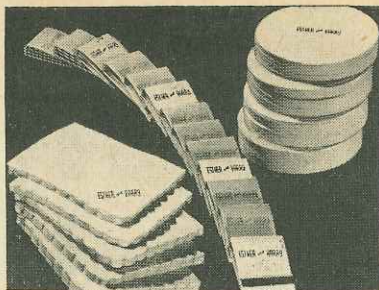
"Disc Jockey" Record Rack

A new look, a new luxury . . . every inch useful for storing ALL your records! "Disc Jockey" is beautifully designed to take today's multi-sized records. Won't shake, waver or tip. Dramatically created in "satin black" wrought iron to enrich every decor. 22"x25"x10". Reg. \$9.95 value. Shipped express collect. SA 7816 \$6.95



Here's Something For Ripley MAGIC SILLY PUTTY

It's the stuff fun's made of! Imagine a liquid that bounces higher than a rubber ball; takes up perfect pictures from your funnies in full color and then can stretch into something funnier yet. Silly Putty will stretch or break or shatter like glass . . . and then lie right down and go to sleep in a puddle. In cute egg. A 5184 \$1.00



Your Name On Each Of 150 Pieces PERSONALIZED HOSTESS SET

They add warm hospitality to every gathering! 150 pieces are hot stamped in rich gold or silver with any family name, 2 or 3 initials or any two first names. Set includes 50 soft cocktail napkins. 50 cardboard coasters and 50 match books — each personalized. Choice of white, yellow, pink, green or assorted colors. PA 768, Complete \$2.95



Your Pet's Name On His Own BIRD CAGE COVERS

Richly finished in gleaming silver color, this enchanting cover will inspire your songbird to sing its prettiest! Your canary's or parakeet's name hand lettered on one side — on the other a lovely hand-screened design. Protect birds from drafts, floors from seed. PA 5639, Parakeet Design . . \$1.50 PA 5640, Canary Design . . \$1.50



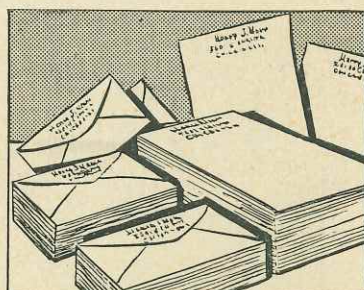
GLASSES DOING "PUSH-UPS"

Cyrano De Bergerac would have enjoyed these plastic EAR-LOKS. Keep runaway glasses where they belong — in front of your eyes, not on the tip of your nose. Easily attach over ends of ear pieces. Promotes better sight, stops fidgeting. A 6845, Narrow frame; A 6846, Medium; A 6847, Wide; Pair. 50c 2 Pair, Only 95c



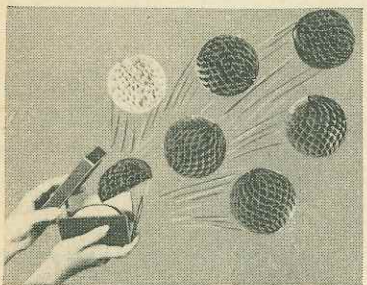
POCKET MOVIE VIEWER

See home movies without screen or projector! Just load this Viewer with any 50 foot 8MM home or store bought film, hold up to light and turn handle. See perfect pictures, many times enlarged. Carry it to friends — nothing else needed, no bulky equipment to set up. Runs fast, slow or stop motion. Rewinds instantly. Plastic. A 5528 \$4.95



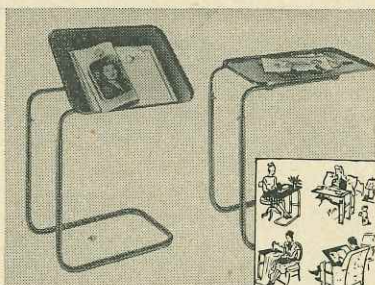
PERSONALIZED STATIONERY \$1

Enough to handle your letter writing for a long time. 50 letterheads, 25 envelopes — fashionably imprinted with any 3 line name and address in smart blue ink. Quality white Rippletone paper. Sheets 7" x 5 1/2"; envelopes 5 3/8" x 3 3/8". In simulated wood folio. Priced so low, get several. DA 4474 \$1.00 DA 8591, 36 Informals . . \$1.00



Open The Box And—WHAM! SURPRISE POP-UP BALLS

Don't scream, lady . . . our surprise Pop-Up Balls are a mighty impish idea, but they're harmless. The perfect gift for those prying Pandoras who just have to know what's inside. 12 multi-colored crepe paper balls are folded flat inside a "gift" box. Watch the fun when it's opened and they fly madly out. Use over and over. A 8578 . . . \$2.50



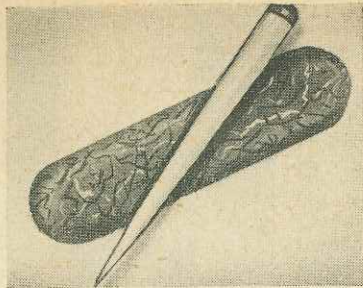
Raises! Lowers! Tilts! PORTABLE, FOLDING ADAP-TABLE

Here it is—the all-purpose utility table you've asked for. Portable, adjustable, sturdy. Ideal for home, office; for writing, typing, eating or reading in bed. Raises, lowers, tilts to desired position from 25" to 37" tall. With rigid steel base frame. Smooth finish top 17" x 20". Reg. \$10.98 value. (Shipped Express Collect). SA 5904 \$7.98

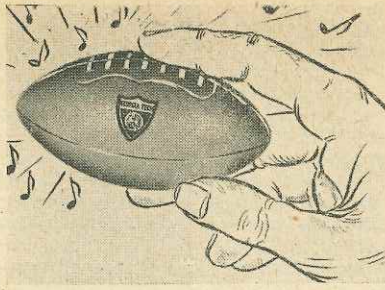


Automatic Coilette Rewinds Cord ENDS TANGLED CORDS

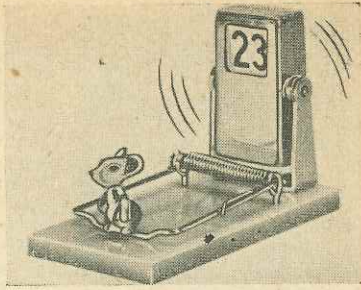
It works like magic! Remarkable new Automatic Coilette with its patented design keeps your telephone cord always tangle-free. Just pick up the receiver without fighting the phone. Put it down and the cord AUTOMATICALLY winds itself into a new pile. Always out of the way. A 4465, Each 95c A 7062, For Appliances . . . 95c



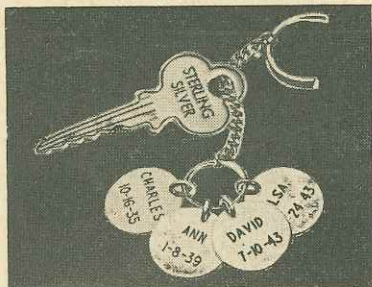
**For Toothpick Tycoon's . . .
GENUINE IVORY TOOTHPICK**
No more after-dinner splinters. Unique and practical, this imported Ivory Toothpick is the last word in hand made craftsmanship. It's tastefully made to look like a match . . . comes in a simulated alligator case that's at home in any pocket or purse. A pleasing gift for anyone.
A 8628 \$1.00



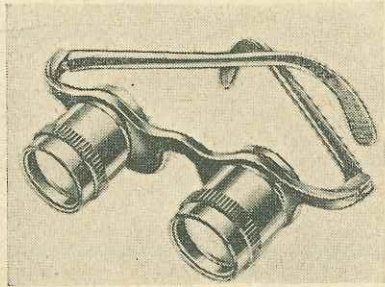
**Musical Football With School Colors
PLAYS YOUR COLLEGE SONG!**
Bring back fond recollections of happy days at your alma mater with these Musical Footballs! Simulated pigskin football has a fine, built-in Swiss movement and is decorated with school crest and name—even the laces—in the school colors. Available for almost any college or university—please specify. Ideal paper weight, too. DA 3762 \$3.95



**Perpetual "Tip" Calendar
MEMO MINDER MOUSETRAP**
It won't catch mice but it will catch all your loose papers—and it tells the date, as well! Simply flip the calendar to change the date—it's perpetual. Strong mouse trap spring keeps memos, bills, recipes, mail, neatly in place; clever for the office to hold business cards, notes, etc. Shiny brass finish.
A 8525 \$2.00



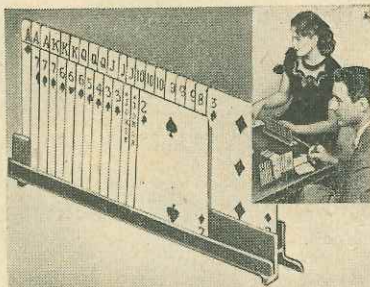
GRANDFATHER'S KEY CHAIN
Choice of everyone who has grandchildren, children, nephews or nieces. Luxurious Key Chain holds the keys to a doting parents heart. Each disc is expertly engraved with the first name (up to 8 letters) and birth date of each member of the family. Price includes tax.
DA 7614, Sterling Chain . . . \$2.20
DA 7615, Each disc . . . \$1.10



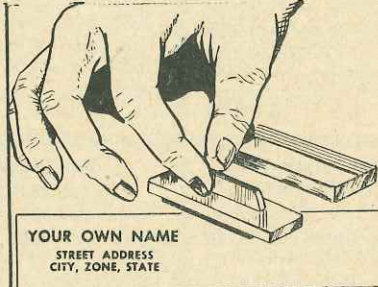
TELESPECS—SEE GIANT CLOSEUPS
Enjoy sports, movies, TV. Wear them without fatigue hour after hour. Imported from England, they weigh only 1 oz. Has individual eye focusing for clear, sharp images from close up or far away. See ALL the action. Take them along when traveling, to concerts, races, ball games. Durable constructed. Precision made. Compact, too. A 5353 \$1.00



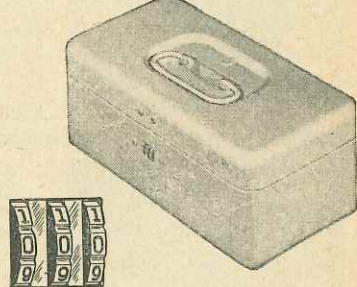
"LITTLE SQUIRT"
A replica of the famous Manneken Fountain of Brussels, this ingenious dispenser-stopper is an effective "performer" that'll add zest to any drink or party. Surprise siphon preserves beverage bubbles . . . mixes drinks at only a touch without stirring. Life-time chromed metal. Includes story of statue.
JA 8427 \$3.50



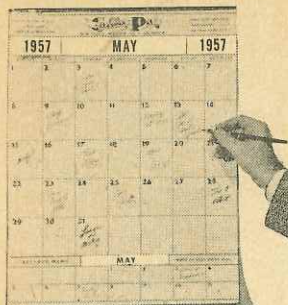
**Card Racks Hold All Your Cards
YOU SEE EVERY CARD**
When 6 deck card games are invented, wonderful Card Racks will still hold ALL your hand so you see every card without tying yourself into knots. Hands are free—you have more time to think. Cards are easily inserted, removed; easily kept in order. Ideal for Canasta, Kaluki—every card game. Plastic 9". A 4742, Set of 4 Racks. \$1.69



**Personalize All Your Possessions
PORTABLE PERSONAL PRINTER—\$1**
Here's a compact, self-inking printer—with YOUR OWN name and address—that can be carried in your pocket or purse. Ready in a moment's notice, use it to personalize stationery, make bank deposits, identify books and photos. Saves time and adds distinction to your belongings. Print name and address clearly when ordering. DA 7724 \$1.00



**Only You Can Open It!
COMBINATION STRONG BOX**
Valuables, policies, bonds, cash are safe in this Cash-Utility Box. No keys to lose. You set your own combination—no one will know it—not even us. Of heavy fireproof steel with convenient carrying handle. Has silver-grey finish. Sized just right for valuables—11½" x 6" x 4¾". A 4805 \$4.50
A 4806, With 5 section tray \$6.15

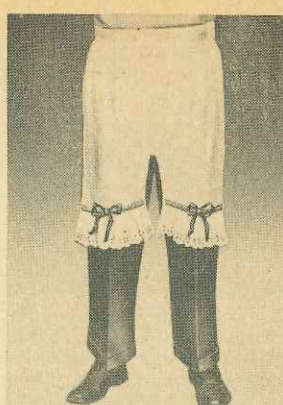


Giant-Size 6 Week Reminder Calendar
Are you doing anything next July 29? You'll know at a glance when you have a Giant Appointment Calendar. Tells at a glance how the next 6 weeks shape up—through December, 1957. Shows not just the current month . . . but two weeks of the next month as well. Saves you embarrassment from forgotten birthdays, anniversaries, etc., perfect at the office, too. 16½" x 22". A 8457 .. \$1.00

THE
GREAT
GIFT
GUIDE
FOR
1957

**"Bloomer-Boy"
Panty Apron**

Does this remind you of Grandma's favorite bloomers? . . . Yes, but these are worn on the **outside!** It's an apron, of course, and mighty practical for the hubby who's been cajoled into dishwashing, baby feeding or other "womanly" chores. Apron of washable red and white polka-dot percale; white ruffle, bright red bows. Say, who wears the "fancy pants" in your family? A 8423 \$2.50

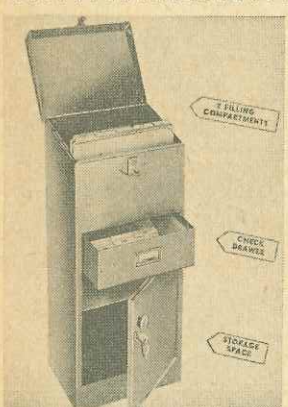


File Your Good Intentions!
The perfect place for those New Year's resolutions, old Scotch bottles and unsticky flypaper! Zany Waste-paper basket not only catches all your good intentions (including unpaid bills and parking tickets), but a bucket load of compliments and chuckles as well. Bright white enamel finish with bold red letters. 9½" high. A 8472 \$1.00

THE
GREAT
GIFT
GUIDE
FOR
1957

**Fanny Paddle Recalls
"Tender" Memories . . .**

. . . of the "good old days" of Spanking Sticks. You'll hit the "right spot" for birthdays, parties and gags, baby congratulations, new grooms and bashful brides, anniversaries, or any holiday — a riot at all family occasions! Wooden paddle has painted comical instructions on when to use and how. Includes cute mailer box. A 8485 \$1.00



Personal File Cabinet With Check Drawer
Scotland Yard's best man couldn't get inside this cabinet once it's locked! Top opens for personal file space. Special drawer holds cancelled checks neatly and in order. Large, one shelf storage compartment holds many items that need lock and key protection. Steel, with file folders, keys. 30" x 12½". Shipped express collect. SA 7649, Grey, SA 7650, Green. Each \$12.98

THE
GREAT
GIFT
GUIDE
FOR
1957

**Personalized
Pencil Bucket**

Ding dong bell—pencils in the well . . . Hey diddle diddle — Glasses in the middle. Executive efficiency with the executive look. Smart Pencil Bucket is handsome leatherette, decorated in gold. On it we'll artistically hand letter any 2 or 3 initials or name in gold. Holds pencils; prevents glasses from being knocked off desk. For home, office, school. Swell for men, women. PA 7401 \$1.59



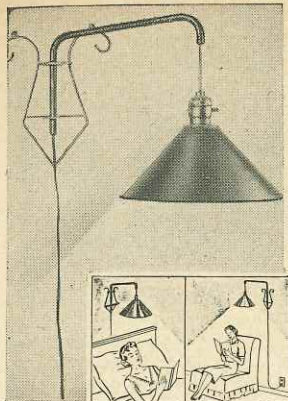
Automatic Coin-A-Day Bank
A nickel, a dime or a quarter a day keeps the calendar up to date. Forces you to save money every day or calendar won't move. Unbreakable plastic, comes with guaranteed mechanism and key. Forces you to save \$100 a year. Remind yourself of why you are saving by changing picture on front: baby, home. It's a perpetual calendar, too. A 3447 \$1.98

THE
GREAT
GIFT
GUIDE
FOR
1957

Fun House Mirror

You'll laugh yourself silly as this mirror makes a thousand different faces! Stretches, squashes, distorts facial features in countless ways. Fat faces, 3 eyed faces, double faces, bulgy nose—each twist of the mirror reflects a funnier face. Unbreakable silver plastic that is flexible. With it's own stand. Size 9¾" x 7". Fun-filled for parties. A 4751. \$1.00

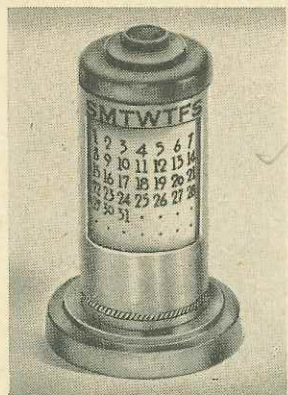




Space Saver Wall Light Pulls Up, Swivels, \$3.95
Modern, movable Space-Saver Wall Light pulls up or down to allow you to set lamp at proper level; swivels right or left on arm extending from wall to give you light where you want it, when you want it. Shiny brass plated wall bracket holds this decorator-styled black wrought iron lamp with 10" black metal shade; white glass reflector eliminates glare.
SA 8557 **\$3.95**

Short Stem Flower Arranger

Don't be caught short with long stem vases when you arrange short stem flowers. At last, here's the bowl that will hold pansies and other short stemmed flowers correctly. Made of artistically finished heavy ceramic in a sunny yellow glaze, this arranger is designed to cleverly double as a lovely candle holder. It's smart! It's distinctive!
A 6521, Small . . . **\$1.00**
A 8570, Set of 2. **\$1.89**



Perpetual Calendar Paperweight

Now, it's easy to know what day of the week any date will fall on for years to come. Just turn the indicator and you have the current date, too. It's made of gleaming bronze, and can be used year after year. A perfect paperweight for the busy executive or the student away at school. Makes a beautiful desk ornament. Simple to operate.
A 1305 **\$1.50**

Unbelievable Realism! Life-Like Statue

Now have a statuette of your child, husband, wife, sweetheart, etc., so life-like it almost breathes. That becoming pose—that favorite age—captured with realism no ordinary photograph can duplicate. Send us any negative or snapshot—we'll enlarge it up to 7", cut it out, mount it on wood base. Black and White.
DA 7665, Only . . . **\$2.95**
DA 7666, Oil color **\$3.95**

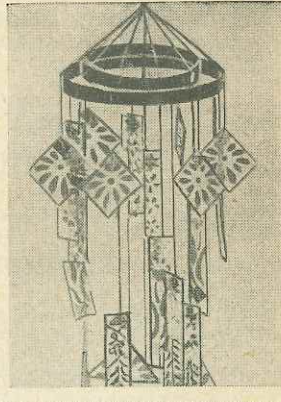


Send A Planter Greeting Card . . .

. . . as a living remembrance of your good wishes! ANY name and occasion's date is beautifully inscribed on these distinctive Books of Remembrance pottery planters. "Book" is open to a fitting scene to express sentiment. 22K gold trim. Planter in back. PA 6707, Birthday; PA 6708, Baby's Arrival; PA 6709, Anniversary; PA 7352, Christmas Greetings. Each **\$2.25**

Tinkling Oriental Wind Chimes

Merely hang these colorful chimes and with the slightest breeze they'll tinkle and chime with a lovely rhythm. Chimes consist of many pieces of oblong, square and rectangular glass, each painted differently in bright, gay colors. As the pieces brush against one another the chimes ring out melodiously. Supported by two metal rings. Hang anywhere—inside or out.
A 5809 **\$1.00**



Pennsylvania Dutch Pretzel Assortment

Did someone say pretzels? Nearly four luscious pounds . . . fat and thin, hand-twisted sticks, zesty cheese flavors, bite-size tidbits! Yummy! Crunchy taste treats in a decorative vacuum packed, reusable tin. Be a pretzel bender of distinction—pep up casual serving. Find how different pretzels can be and what a wonderful gift.
SA 7309, 4 lbs. . . **\$4.95**

Personalized Terry TV Bed Covers

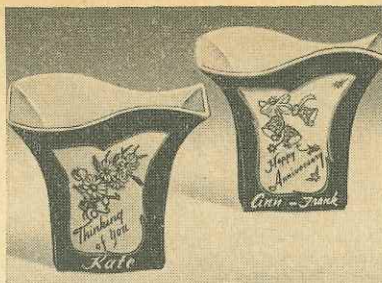
Hollywood beds, daybeds, rollaways become luxurious TV lounges! Terry Covers fit any armless couch while protecting it from dirty shoes, sticky fingers, spilled drinks. Custom-monogrammed with any 2 or 3 initials, or any first or family name. 30" x 74". DA 7670, Grey; DA 7671, Beige; DA 7672, Green; DA 7673, Coral. Each **\$8.95**





Gong S & P Actually Rings

Real dinnertime drama—the season's biggest value, too. Golden brass gong is smartly personalized in hand-lettered script with your name or that of a friend. Makes you proud to "ring for your supper". Matching swirl-type glass shakers add to the enchanting sophistication. Set stands 5½" overall. PA 8614, Complete **\$1.50**



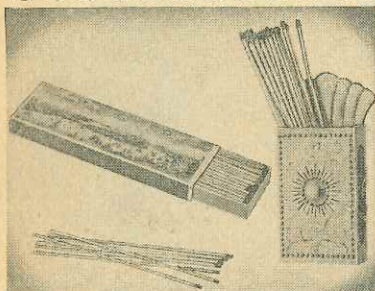
Send a Greeting Card Vase

A flattering and enduring remembrance! ANY name and ANY occasion's date is handsomely inscribed on these charming Greeting Card Vases to make them a gift—and a card—of lasting sentiment. Brilliant ceramic; 22K gold trim; hand-painted scenes. 7¼" high. PA 7867, Thinking; PA 7868, Anniversary PA 7869, Birthday. Each **\$1.95**



Walls Are Wearing Shadow Shelves

You want your home gay! Alive with style, new ideas—simple, yet practical. Shadow shelves are for you! A little "do-it-yourself" and you have the latest fashion flair in wall decor. All joints interlock without screws or nails—kiln-dried Ponderosa Pine comes ready to stain or paint. You'll be justly proud. 15"x11". A 7016.. **\$1.50**

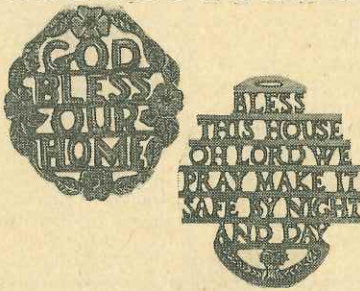


Giant Fireplace Matches, Holder PREVENT BURNED FINGERS

If that fumble-fingered Daddy is always getting his fingers singed when lighting the fire . . . he needs these giant 11" fireplace matches! And you'll love the hand-hammered brass Matchbox Holder—an heirloom treasure from Sweden. It hangs or stands.

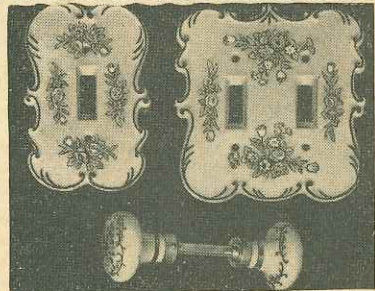
A 7557, Matches and Holder **\$3.95**

A 7558, 100 Matches only. **\$1.95**



Give A Gift With Meaning—RELIGIOUS PRAYER TRIVETS

Bless your house and bless that of your friends, too. Nothing could be more beloved in this busy age than these simple, yet beautiful prayer trivets. Hang one in the parlor and one in the dining room or side by side they make lovely companion pieces. For hot casseroles, too. Satin black. A 6589, Bless This House. . . . **\$1.00**
A 6590, God Bless Our Home. **\$1.00**



Porcelain Switch Plates, Door Knobs BEAUTIFY YOUR WALLS

Traditional grandeur of the 18th century is yours in ever-popular Limoges-type switch plates and door knobs. Delicately colored flowers and 24k gold trim give additional brilliance to the white imported porcelain base.

A 7551, Single Switch Plate **\$1.50**

A 7552, Double Switch Plate **\$2.75**

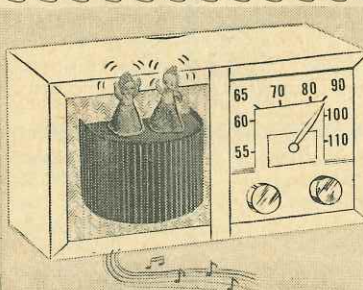
A 7553, Door Knobs, Pair. **\$3.95**



Personalized 18 oz. Cup & Saucer

Paw just told Maw. "H'it's coffee time!" and on the companion cup Maw told Paw "Yer coffee's a-gittin cold!" We'll hand paint yer Maw or Paw's name. Jumbo 18 oz. cup with 22K gold band will satisfy most avid coffee drinker. PA 4791, Maw Cup; PA 4792, Paw Cup. Each **\$1.95**

PA 4793, Both for **\$2.75**



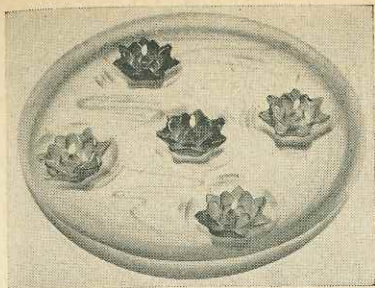
What Makes 'Em Dance?

It's magic! Donneybrook's Dancing Darlings whirl and twirl, swing and swirl. They're actually SOUND-ACTIVATED. No strings, motor, or windup mechanism. Just attach to front of radio, TV or phonograph and turn it on. They come to life . . . work by vibrations of speaker. Gayly costumed dolls keep time to any music. A 8615, Stage & 2 Dolls. **\$1.00**



Cover the Bare Ugly Bulb

. . . with attractive Diffuser Shade! In seconds you've eliminated glare, reduced shadows and removed obsolete hard-to-clean fixtures. Just snap onto any overhead bulb and add a smart, modern touch to rooms. Of Fiberglas plastic — tough as steel, light as a whisper and washable. Cone-shaped, ivory colored. 14" diam. A 5334 **\$2.98**



They Burn As They Float!

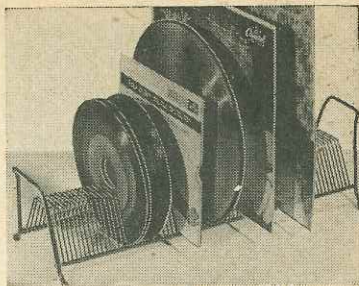
Delicate flowers that burn while floating in water to cast a flaming tropical garden atmosphere to your table. German imports, these colorful pure natural wax candles are distinctively different. Designed for beauty, priced for burning, they're the ultimate in romantic centerpiece.

A 8558, Box of 4\$1.00



Personalized Gay 90's Plates

They'll be speechless! Mom and Dad see THEIR names in 22K gold on heirloom plates. You could do them no greater honor than to present them these. Nostalgic prints—Mom in gingham, Dad with handlebar mustache—recall memories of by-gone days. State first names of each. DA 7897, Set of 2.....\$5.45 DA 7898, With Hangers....\$5.95



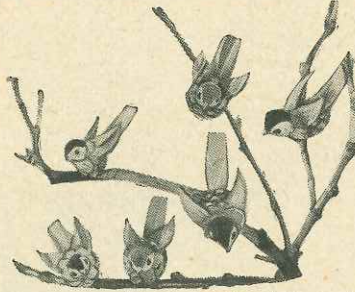
Holds 150 Records!

Rack 'em up on the all new '75'er!! Your records have been longing for a rack like this... that keeps an entire collection safe and orderly—regardless of size or speed. 75 individual slots hold up to 150 records or 75 long-play albums. Superbly styled in modern wrought iron with mar-proof, rubber-tipped legs. A 7749, Only\$1.98



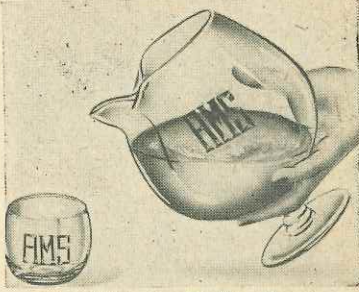
So Lovely! So Practical! MOSS ROSE CHINA SERVICE

Pretty enough to be used only for company! Graceful Moss Rose serving set captures much of the feeling and beauty of traditional English bone china. Exquisite floral pattern, delicately shaped, china and rich gold trim never fails to be refreshing for casual or formal serving. A 7582 Butter Dish...\$1.00 A7795, Sugar & Creamer Set \$1.25



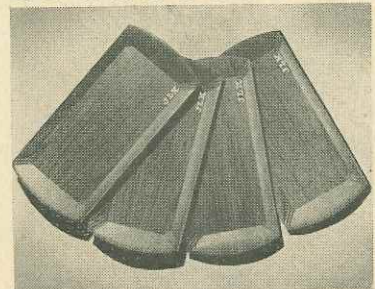
Decorative Magic in Hand-Carved PINE CONE BIRDS AND BEES

Exquisitely hand carved creations from Denmark. Old world craftsmen have deftly transformed native forest pine cones into stunning, life-like 2" birds and bees artistically captured in flight. Each is exceptional in superior craftsmanship... a dramatic accent for parties, drapes, or a favorite planter. A 7804, Set of 6 Birds \$1.98 A 8643, Set of 6 Bees.\$1.98



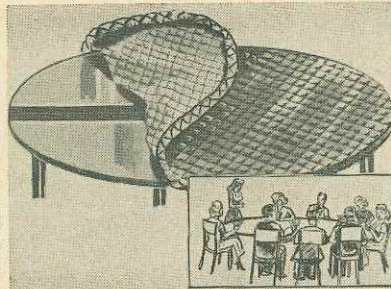
The Ultimate Of Fine Serving INITIALED MARTINI TWIRLER

For that man in your life—just add ice and ingredients and twirl—don't stir. Deep lip holds back ice. Hand cut 3 initial monogram for that personal touch; roly-poly cocktails monogrammed to match. Answers many a gift-giving problem. Twirler holds 32 oz. DA 7336, Twirler only....\$2.95 DA 7337, Twirler, 4 glasses \$4.95



Monogrammed Serving Trays

This is the way we serve our food—so easy and so smart! Talented trays tote anything from TV snacks to a complete meal... saving you dozens of tiresome steps! Perfect too, for use at buffet luncheons, dinners. Handsome walnut finished wood; personalized with choice of any 2 or 3 initials. Each 16 1/4" x 7 1/2". PA 6297, Set of 4...\$3.29



Enlarge Any Table To Seat 8

When guests drop in and more space is needed, put it on your card table. 46" in diameter—comfortably seats 8 people without crushing elbows. Sturdily made of durable Kraftboard with embossed blond finish. Fastens securely—won't slip. Folds to 1/2 its size. SA 3687\$6.95 Reversible quilt cover. SA 3688 \$2.98 SA 3689, Both Table & Cover \$9.50



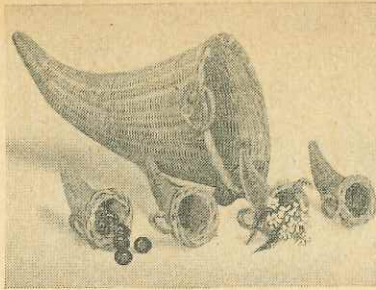
Miniature Bottle Lighters

These bottles really "light you up!" Large assortment of popular brand bottles including Calvert, Carstairs, Paul Jones, etc., are authentically reproduced in miniature with their labels. Wick lasts 5 years; holds 8 months fuel. It's the most trouble-free precision lighter, ever. A 3872, Each79c A 3873, Three for.....\$2.19



Lady in the Beer Mug

If you're fishing for mermaids—and using beer as bait . . . Brother this Beer Stein is for you! It won't be pink elephants, but a lovely lady that puts zest in a man-sized drink. Won't guests be surprised when they see her gazing back at them as they drink from this large size cup. Quality highly-glazed ceramic. A 7189, Each **\$1.25**
A 7190, Set of 4 **\$3.95**



Fabulous Horns of Plenty

The ancient symbol of abundance . . . imported Cornucopias make decorative table setting for place cards, "goodies"; on Christmas tree, mantle or wall. Hand woven natural wicker makes possible endless arrangements for flowers, foliage. Large size is perfect as centerpiece.

A 7550, 4" Miniature, 4 for. . . **\$1.00**
A 3449, 13½" Cornucopia, Ea. **\$1.00**
A 4228, 12 Pieces Wax Fruit. **\$2.95**



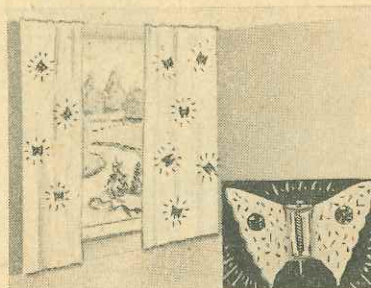
Cocktail Tidbits From Switzerland

Whether you're having a before-dinner cocktail or a late evening pick-me-up you'll love these imported tidbits from Switzerland! A treasure chest full of delightful taste-tempting surprises — salted almonds, pretzel sticks, cheese puffs, and a variety of tiny cocktail crackers. Each one a treat in itself. Bite-size—to tease your appetite. JA 8534, Box **69c**



Living Dwarfed Trees

Prized through the ages by Oriental monarchs. Grows anywhere—in living room, porch, window sill. When full grown it's only 10" to 20" high. No experience needed. Kit contains everything needed for successful growth—formulated soil, cypress and pine seed, 2 special chemicals and instructions. Figurine included. Makes a wonderful hobby. A 3563 **\$2.95**



12 Imported Jeweled Butterflies

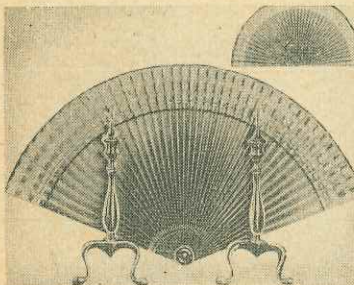
Perky butterfly pins are full of surprises. Press the wings and these multi-colored pins clip on and stay on anything. We like 'em flitting about the dinner table adding a sunny touch to cakes, centerpieces, or napkin holders. You may prefer them on a favorite blouse, sweater—even in your hair, or on living room drapes. JA 7935, Set of 12 for **\$1.00**
JA 7936, Set of 24 for. **\$1.89**



Oriental Tea Bowls with Stands

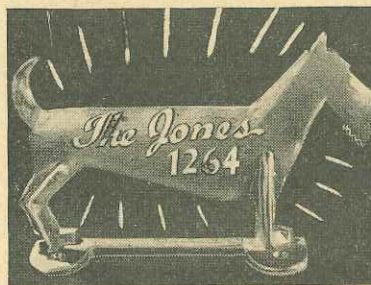
The charm of the Far East is captured in these creamy white rice bowls of eggshell-thin porcelain. You'll love them filled with ivy or blossoms. Each has a different design representing the Four Sansons — Fall, Winter, Summer, and Spring. Stand on dainty teakwood bases (included). 5" high.

A 7632, Each **\$1.50**
A 7633, Set of 4 **\$5.75**



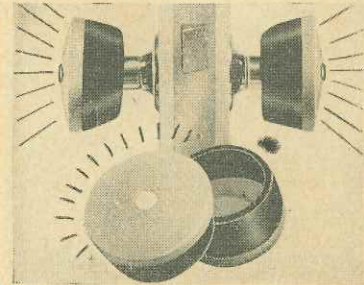
Reversible Decorator Fireplace Fan

A bit of Confucian charm to add a cheery dash of color to dreary, blackened fireplaces. Reversible—one side is rich gold set off by fine black stripes, brass ornament. Reverse side in color is accented by scrolled gold border. Fans to 39"; stands by itself. A 6292, Charcoal; A 6293, Green; A 6294, Beige. Each **\$4.95**



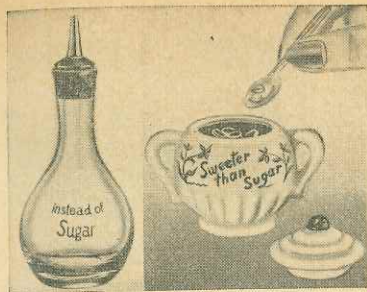
"Scotty"—The Double Duty Dog

He scrapes your shoes . . . he marks your house! On him we'll hand letter ANY family name and house number so they GLOW in the dark. Helps guests find your home. When it's raining or muddy, he'll gladly clean your shoes and lend his curved tail to scrape around the edges. Non-rust aluminum. Easily mounted. 6½" x 10½". PA 5689 **\$2.95**



Door Knob Cushions Glo-In-Dark

Dumb Dora's not so dumb—in fact, they're mighty smart. Of smartly styled, washable latex, they protect walls, paint, plaster from marks and scratches. Keeps doors from "banging" into walls or furniture—and protects baby, too. Center spot glows in the dark so they are easily seen at night without light. A 5845, Pair **\$1.00**



Sugar 'n Spice are Nice . . .

. . . unless you're on a diet or just plain can't use sugar! Charming sweetener containers are much more attractive on your table than old fashioned pill boxes or bottles.

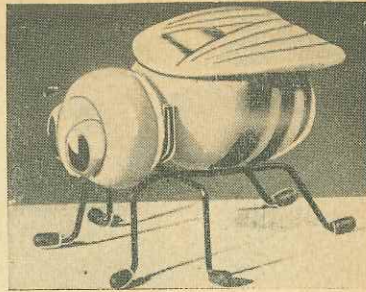
Saccharin Bowl of hand-decorated white ceramic holds 400 tablets. A 5901, With spoon **\$1.00**

Liquid Sweetener Decanter holds 4 ounces. Of fine crystal; hand-made silver top. A 8416 **\$1.50**



"Old Folks at Home" Salt & Pepper

Granddad and Granny exactly as we remember them—in chairs that actually rock! Delicate tints and careful detailing in these imported ceramic shakers realistically bring the old folks back home. Each figure lifts out to pour salt; chairs pour pepper. Truly unusual collector's gems. A 7828, Granddad; A 7829, Granny, Each Set **\$1.50**
A 7830, Both Sets **\$2.50**



Giant Ceramic Bee With Honey

BEE-lieve it or not . . . 5 ounces of creamed orange blossom honey hide under the removable wings! Delicious, pure—so good for you. Brilliantly hued honey-holder makes a bee-line for your table and becomes a permanent "pet". When honey's gone, he'll hold jams, relishes or a favorite plant. Brilliantly colored; stands 3" high, 5" long, on 6 wrought iron legs. A 8616 . . **\$2.95**



Wedding or Anniversary Plate

A personal memento that bears the date of a wedding or anniversary, and names of the happy bride and groom. Beautifully hand lettered in 24K gold and kiln dried. Lovely 10" ivory plate, with pretty design of wedding bells and flowers and the happy couple in church. Finished in exquisite pastel colors.

DA 4353, Complete **\$2.95**

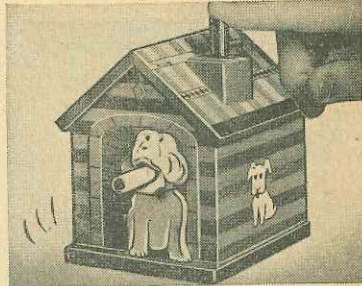
DA 4354, Plate Hanger **75c**



Miniature Brandy

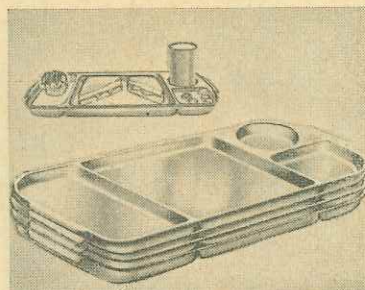
Made for people with delicate tastes. Imported miniature replicas look like the huge brandy glasses used in the old time "liquor emporiums," wide base and all. Just right for after dinner cordials, a pony of brandy or a serving of whiskey. Beautifully finished with lovely etched design, they'll be as exquisite in your china cabinet as gracing your table.

A 4146, Set of 12 **\$1.95**



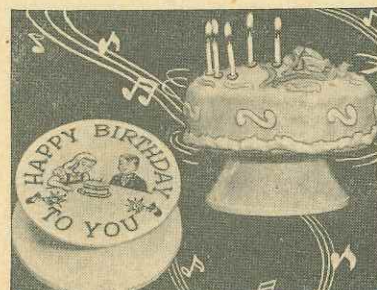
Dog House Cigarette Ejector

A real conversation starter. Just press the chimney and a cigarette pops out of dog's mouth and hands it to you. It's automatic! Made of beautiful inlaid imported mahogany wood. Unusual in its action, as Scotty goes to work. Holds full pack of cigarettes; filled through the sliding roof. 5" high. You'll enjoy him constantly . . . guests will be amazed at his antics. A 2340 **\$1.00**



Unbreakable Hold-A-Meal Trays

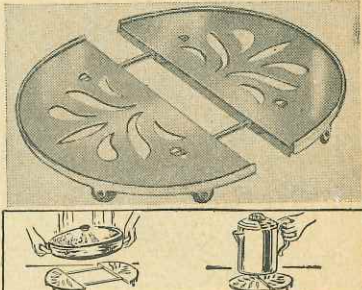
You're the hostess with the mostest on the ball! Each tray can hold a whole meal in its 4 roomy compartments (including the non-spill beverage glass holder). Big enough to hold on your knees, compact for easy carrying. And, you can drop them and they won't crack or shatter. Ideal indoors or out. 16" x 7". A 5903, Set of 4 **\$2.98**



Revolving Musical Cake Plate

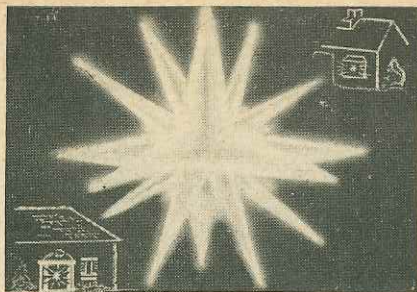
Nothing makes a birthday as cheerful and gay as this revolving Cake Plate. Holds almost any large cake and slowly spins 'round and 'round while playing "Happy Birthday." White enamel finish with gay colorful design; built in Swiss movement. A thrill for the kiddies, grown-ups love it, too. Use it year after year.

A 5208 **\$3.95**



Expansion Trivet

To grace your table—and protect it, too! Non-Mar plastic legs provide heat insulation and prevent scratched table tops. Extends to 12" for large platters, yet is small enough for dishes, coffee pots. Sturdy—will hold 35 pounds. Sparkling chrome finish—never tarnishes. Wipes clean. A 2113 **98c**
A 8579, Set of 2 **\$1.75**



"Star Light, Star Bright . . ."

3 DIMENSIONAL 12 POINTED STAR!

Brightest star you'll see at night. It glows in the dark with gorgeous luminous color. So realistic, so life-like, you'd expect it to rise to the firmament any minute. Shows spirited depth indoors or out, on mantel, on trees, windows, doorways, etc. A shining beacon that'll brighten your home and the whole neighborhood. Heavy durable plastic lasts a life time. Measures 12" in diameter.

A 6210, Set of 2 \$1.50

Reminds You Who Sent Cards
CHRISTMAS-CARD FILE BOX
Bewildered . . . trying to remember who sent you Christmas cards last year? Remedy this problem right now by getting metal Christmas Card File. Prevent slighting of friends by keeping a record of cards and gifts sent and received . . . complete with their addresses. File cards included. A 6209 . . . \$1.00



Season Your Greetings . . . SANTA SALT & PEPPER SET

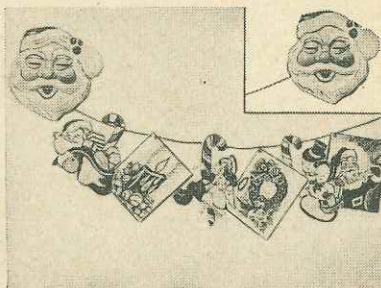
Jolly little St. Nicks are as cute as they are useful. Roly-poly pair have flowing beards, festive hand-painted red and white suits with white "fur" trim. Only 3" tall, these chubby cheeked collector's items will add spice to your holiday table. Of highly-glazed ceramic.

A 7424, Pair \$1.00



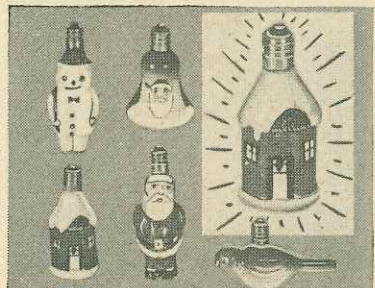
Set of 12 Miniature Bibles

The tiniest Bibles in the world . . . for pocket or purse . . . for every member of the family! Each is hardly larger than a postage stamp, yet contains the whole New Testament—it can be read. Illustrated with cover in brilliant color, they make beautifully significant gifts for Christmas, communion or other holy days. A 7821, Set of 12 \$1.00



Santa's Christmas Card Hanger

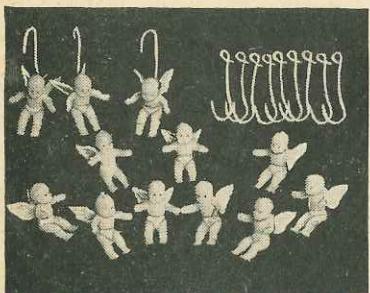
Make Christmas very special by "showing-off" the lovely cards you've received. Ceramic-like twin Jolly St. Nick faces are brilliantly colored, support at least 50 of your favorite cards in window, on tree, or over mantel. Use for ornaments, candy canes, too. Plenty of "candy-cane" cord, 50 metal clips, all ready to hang. A 8471 \$1.00



New! Colorful Figure Tree Bulbs

Add new zest and sparkle to your Christmas Tree. Imported tree lights are shaped like Santas, snowmen, a snow-draped house, etc. Made of opal glass to help decorate your tree as never before. Even if one burns out, the others stay lit. Beautiful around doors or windows, too. 120 volts.

A 8585, Set of 6 Assorted . . \$1.00



Luminous Package or Tree Angels

A host of Angels look like they're flying about your tree; packages look like they're being carried by special heavenly messengers. Miniature Angels, only 1 1/4" tall, look like they're in flight. Of special glow-in-the-dark material, there's a metal hook for easy attaching to packages, trees, corsages, windows, etc. A 7411, 12 for 79c



20-Pc. Nativity Glows-In-The-Dark

On your mantel, in your window, under your tree . . . everyone will thrill to The Birth of Christ Child setting. No electricity needed, each figure imprinted with luminescent ink that makes 'em glow by day or night. Mounted on heavy board, each "cut-out" figure is life-like in glorious color, easy to set up.

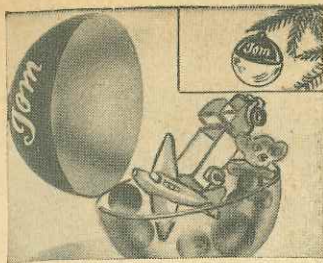
A 8568, All 20 pieces, Only . . \$1.00



How To Dress Up A Money Gift???

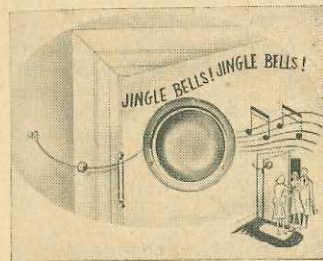
Why how else, but in these adorable money socks. This symbolic holder just the thing for gracefully holdin money, hankies, jewelry or any sma gift. Of gaily colored soft felt trimmed with glittering sequins on fur. Use 'em as tree ornaments, parl favors, or hang from mantel too. Each 5" long.

A 4568, Set of 4 \$1.00



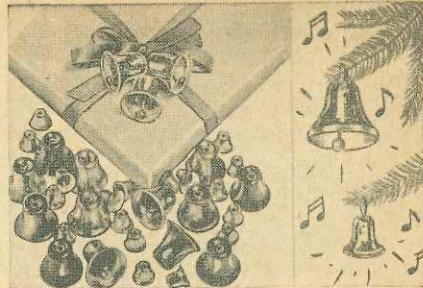
Personalized With Child's Name SURPRISE CHRISTMAS BALLS

Loaded full of enough loot to keep small fry busy 'til next Christmas! On the lid of each 3" plastic ball we'll hand-letter any youngster's name. Hang on tree—watch their eager eyes "pop open" on Christmas morn. Each ball loaded to the brim with all types of miniature toys. PA 4576, Set of 2 **\$1.75**



Swiss Musical Door Chimes SINGS WHEN DOOR OPENS

Greet guests with a cheery musical hello! Open the door and chimes ring out a song of welcome greeting. Automatically rewinds when door is closed. Genuine Swiss movement, non-electric; easy to install. 4" diam. A 6213, "Bless This House"; A 6214, "Jingle Bells"; A 6215, "Adeste Fideles". Each . . . **\$4.95**



With All The Sparkle Of Christmas— 75 GAY BELLS FOR YOUR PACKAGES

A gay, festive touch for all your Christmas packages! 75 gleaming gold, silver, blue, green and red bells add colorful Yuletide spirit when tide to packages. Hang on tree, over fireplace, doors or windows . . . use 'em for anniversary, birthday gifts, too. Made of gleaming metal, there's a size for every use. Some are with, some without strikers, all add delightful difference to your gifts. A 3064, Set of 75 **\$1.00**



Makes Christmas Wrapping a Joy!

Secretly yearning for the magic touch that will enable you to turn out lovely, ribboned and bow-topped Christmas packages? Waste no more time... Magic Tye Ribbon Pak makes you a professional. 30 yards of extra wide, easy-to-tie ribbon in 8 Yule colors. Instructions included for beautiful bows. Handy self dispensing box. A 8434 **\$1.25**



50 Christmas Cards—Only \$1.00

Been yearning for a good old-fashioned Christmas card? Here's 50 of 'em . . . that's right, FIFTY that you'd ordinarily buy for \$2.50 to \$4.00. Each one fairly explodes with color and Yuletide cheer. All the warmth and reverent beauty of holiday spirit is skillfully combined in this stunning assortment. Complete with envelopes. A 8526, 50 for **\$1.00**



Yuletide "Merry-Go-Round"

And the music goes 'round and 'round . . . adding charm to your Christmas setting. It rotates as it plays—serves as a base for miniature trees, floral designs; as table centerpiece or base for the holiday turkey. Swiss movement; gleaming white plastic base; colorful design. A 8654, Silent Night; A 8655, Jingle Bells. Each **\$3.95**



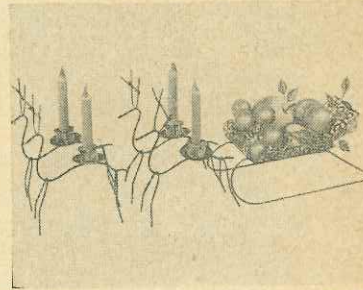
Bauble Basket Earrings

She'll wear Christmas spirit all year round! What more charming gift could Santa bring a lady than these tiny basket earrings chock full of dainty ornaments. Superbly handcrafted, they even have a sprig of life-like fir to add Yuletide green. Their delicate brilliance makes them any costume's highlight. JA 7362, Pair **\$1.50**



Everlasting Mistletoe Cluster

Deck your walls, ceiling, doorways with kissin' Christmas spirit. As Christmasy as Santa himself, this gay Catch-A-Kiss Mistletoe Cluster has ingenious suction cup that permits "hanging" anywhere without leaving a mark. Simulated mistletoe lasts years. Rosette nestles in brilliant foil and sparkletex accented by sashen red ribbon. 6½" dia. A 8586 **\$1.00**



Christmas Sleigh & Reindeers, \$1.95

Exquisite sleigh has finely detailed black lattice design throughout and 4 striking black reindeer candle holders that each come with a bright red candle. Put fruit, holly Christmas balls, etc. in the sleigh and have a centerpiece guests will envy. Sleigh 10½" x 5½"; reindeer 7" long. A 5093 . . . **\$1.95**
A 4228, 12 Pcs. Wax Fruit. **\$2.95**



Milk Chocolate Xmas Cards

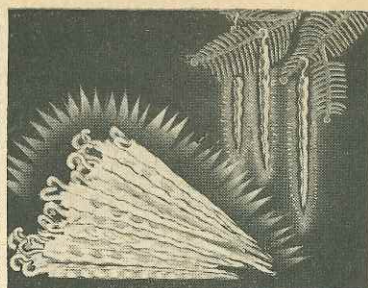
You'll tickle the palate as well as the heart of your favorite friends with these tasty greetings! Yummy milk chocolate, delicious to eat . . . shaped like a card and inscribed with gay holiday verses. Big 'n little folks will enjoy it! Ready to mail in own packages. Set of 3 in assorted styles. 4" x 5 1/2".

A 8368, Set of 3 \$1.00



Gift Wrap In Giant Rolls

Each roll of this quality paper is 75 feet long, 20" wide. Cutter-edge box is as easy to use as wax-paper. Unrolls smoothly—no ugly creases to spoil packages. A 8364, Gold Stripe and Star; A 8365, Silver Stripe and Star; A 8366, White figures on red background; A 8367, Red and green trees, poinsettias on white background. Each roll \$1.59



"Glo-In-Dark" Icicles

No Christmas tree is complete without the traditional icicle—and for added charm, you'll want these Glowing Icicles that are attractively realistic in daytime, glow beautifully in dark. Use for packages, too. Durable plastic with molded-in hook, ready for hanging — no wire or cord needed.

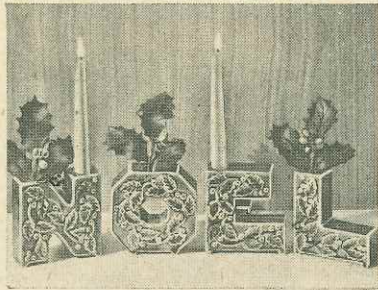
A 6090, Set of 100 98c



135 Feet For Only 49c "CURLING" GIFT RIBBON

Curling Christmas ribbon makes packages look so lovely, it's almost a shame to open them! Just think—135 feet—enough for all your packages. Just stroke ends with a scissors and they CURL—perfect for glamorous bows. 45-ft. of each brilliant color—Red, Green and Blue. A wonderful value.

A 7583, 3 spools 49c



In The Spirit Of Christmas . . . 4-PIECE NOEL PLANTER

Spell out the Christmas spirit as you arrange this lovely, practical N-O-E-L Planter Set with festive holly, flowers or candles. Set includes four highly glazed ceramic block letters embossed with holly leaves that stand out in bold relief. Stand upright on fireplace, in window or hang. Hold water, 4 1/2" high. A 6064, White; A 7623, Green; Each Set . . . \$2.95



Your Family Name On A 72" CHRISTMAS TREE APRON

Prevents soiled rugs and messy after-Christmas clean-up's! 72" square, glistening white plastic apron protects floors from falling water, tree sap and needles. Presents festive background for gifts with your family name in bold red letters. Ideal as table cloth too. Damp rag cleans it . . . lasts for years. PA 8519, Each . . . \$1.00



Nested Snowman Family

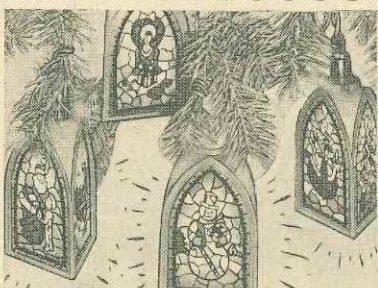
Gather round, girls and boys, and see not 2, not 3—but f-o-u-r snowmen appear before your very eyes! We start with Giant 5 1/2" Papa Snowman . . . then, presto . . . take him apart and Mama appears . . . and then little Sis and Baby Brother, until you see 4 in all. Fascinating for the cradle set, cute under the tree. A 6145 \$1.25



Miniature Christmas Village

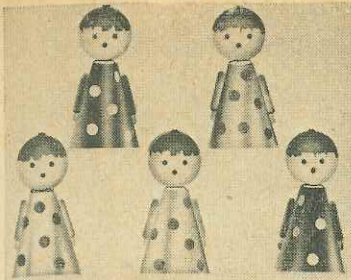
Sparkling on the mantle or under the tree . . . this pretty little village fills you with a feeling of contentment that is Christmas. 8 snow covered little buildings could have only the smallest of elves as guests and two of Santa's own quaintly merry tree; make this setting for a happy season. Fun to rearrange. 3 1/2" high.

A 6290, 10-Pc. Set \$1.00



Cathedral Lights For Your Tree

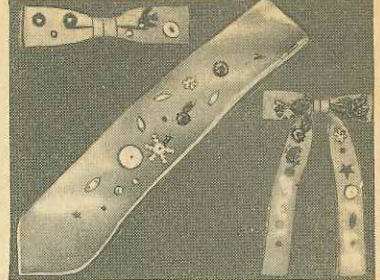
Stained glass windows to reflect the true spirit of the Yuletide season. Bright, colorful Cathedral Lights slip easily over standard indoor tree lights to transform it into a glowing 3-sided window with stained glass effect. Each set of 4 depicts 12 scenes. A 8692, Holiday set of Santa, sowmen, etc.; A 8693, Biblical; Each set . . \$1.69



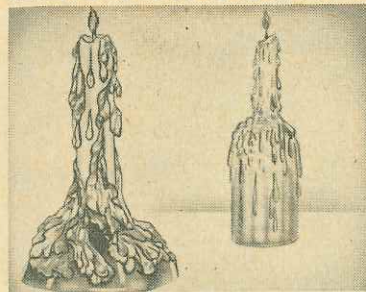
30 Gold & Silver Package Angels
We'll turn off our halos and clip our wings . . . if this isn't the most heavenly idea yet for package trimming. Imagine a host of gold & silver angels—hand-made in Italy—adding a festive touch to gift wrappings. Carved, hand-painted wood, but with smooth back for easy pasting on gifts, cards and clothes. A 7308, 30 for . . . **\$1.00**



New! Bubble Gum Beads
Direct from California, the land of sunshine (hope Florida forgives us) to bring sunshine to children's faces! Brightly colored bubble gum strung together like beads—hang them on your tree, mantel and watch small-fry pluck them off on Christmas morn; or can be worn as beads or bracelet, tied together for jump rope. A 5853, 7 strings. . . . **\$1.00**



MERRY TIES FOR MERRY GUYS
Bright red neckties as gay as a Christmas Tree! Bedecked with crazy, colored sequins, stars, snowflakes, glitter and anything else that was handy, they're just the thing for your best beaux to wear to holiday parties. Silk poplin. A 8674, Fore-In Hand Cravat **\$2.00**
A 8675, Clip-on Bow-Tie. . . **\$1.50**
A 8676, Western Dude Tie. **\$2.00**



Cascade Of Colors!
MAGI-COLOR DRIP CANDLES
Drips a rainbow of magnificent colors! These white candles are gay deceivers—as they burn, a cascade of colors flows like magic down the sides. Produces an enchanting color formation of icicle-like splendor. Decorate jugs, bottles, pottery with it's colorful drippings. Four 12" candles. A 851, Set . . . **\$1.25**



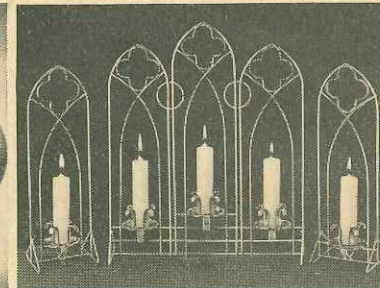
Actually Read The Lord's Prayer . . .
JEWEL PEN AND NECKLACE
Look through tiny window at top of pen—or center of cross—and the Lord's prayer is magnified before your eyes in large readable lines! **Miracle Cross** contains 12 hand-set rhinestones. Has 16" chain, is non-tarnishable. JA 8690 . . . **\$1.00**
Retractable Pen has Cross pocket clip studded with rhinestones. Includes case. JA 8691 . . . **\$1.00**



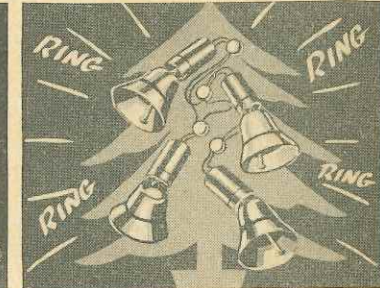
Realistic Illuminated Church
PLAYS "SILENT NIGHT"
The deep moving spirit and gay contrasts that are symbolic of Christmas are embodied in this Musical Church! Plug it in, it's aglow with a soft radiance from the stained Gothic windows. Wind the fine Swiss music box and bell tower peals the awe-inspiring Silent Night. Of finely-detailed ivory plastic. 9" x 4" x 8". A 5202. **\$4.95**



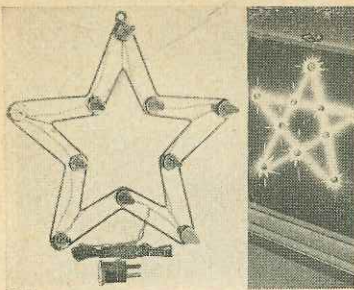
"Let It Snow" Paperweights
The weather outside may be frightful . . . or sunny, but you've got a real life-like snowstorm in action right on desk, mantel, etc. Turn 'em over, shake 'em up . . . then let them settle and watch the billowy snow cascade over colorful figures. A 6069, Frosty, Snowman. A 6070, Rudolph, Reindeer; A 6071, Nativity, Each . . . **\$1.00**



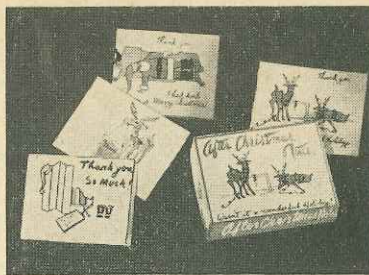
Candles in the Cathedral
A holy setting that makes Christmas and the mantel or table a scene of blessed light all year 'round. Candles take on new dignity flickering in delicately crafted Cathedral Window Candleholders. Inspiration in white and gold metal lights the way to a merry, merry Christmas. A huge 18" x 25", candles are included. SA 7591, 5 Windows . . . **\$4.98**



Electric Ringing Bells
They swing, they sway . . . just plug in to hear them play! The resonant tones of the Bells of St. Nicholas tune to the merry holiday spirit in your house. Hang them on the tree, over the fireplace or door. They swing back and forth all by themselves. Use them year after year. In red, gold, blue and green. A 4572, set of 4 . . . **\$4.98**



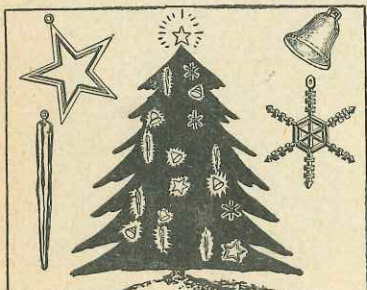
The Star Of The Show . . .
10-LIGHT CHRISTMAS STAR
 No spot-light needed for this capable performer. Large 5-pointed 10-bulb star takes top billing for brilliance. 10" dia. red enamel frame wins applause and top reviews for decorative splendor. For variety act, assorted color bulbs are changeable. Lovely for windows, door, over mantel, or tree.
 A 8460 \$3.25



Say "Thanks" for a Nice Holiday With AFTER CHRISTMAS NOTES
 A thank you gesture that shows your thoughtfulness! That Yuletide hostess will delight with the lounging Santa, Sleeping Santa, 2 comical tired reindeer, or the peppy reindeer, etc. Appropriate "thank you" note on each glossy card. Whether for presents you received, good times, etc. 3" x 4" with matching envelopes.
 A 8447, Box of 16 cards . . . \$1.00



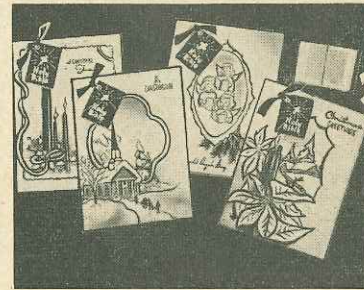
For the Tree! For Packages! 12 TINKLING ANGEL "BELLES"
 A host of angels bring a chorus of tinkling bells to Yuletide settings! 12 little cherubs, dressed in heavenly hues, seem to sing "happy holiday" as they hang from tree, decorate mantle or as place cards. Each is a bell with its own clear, true tone. Colorful, crystal-like ceramic. 3" high.
 A 7387, Set of 12. \$1.50



50 Glo-In-The-Dark CHRISTMAS TREE DECORATIONS
 Even with all the lights out, these glittering ornaments shine on to add new glamour to your tree. No wires or electricity. Just hang them on tree. You'll travel to Santa-land with this 50 piece set of luminescent plastic—including 16 bells, 17 6-pointed stars, and 17 icicles, all with hanging loops.
 A 3071, Set of 50. \$1.00



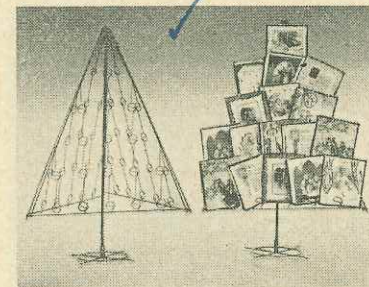
As Pretty as a Picture CHRISTMAS EARRINGS
 Exquisite is the word for these excitingly new Christmas Earrings. Skillfully hand-crafted in life-like detail, their colorful festiveness adds the "perfect touch" to milady's costume. A fascinating addition to her jewel box—whether she's 16 or 66, she'll adore them. JA 8371, Snowman; JA 8372, Wreath; JA 8373, Xmas Tree; Each Pair \$1.10



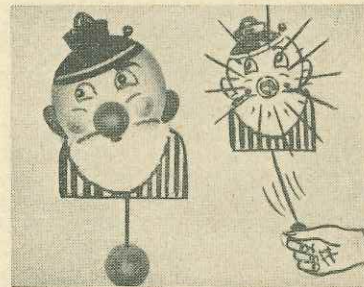
Cards with a Meaning BIBLE CHRISTMAS CARDS
 Send a thought of reverence with every card you send. Attached to each card is a tiny 180 page Holy Bible that can actually be read with the naked eye. Genuine Bible in the size of a postage stamp, yet is clearly readable. Each card is distinctive, colorful, different.
 A 5242, Set of 12. \$2.50
 A 5243, Set of 24. \$4.25



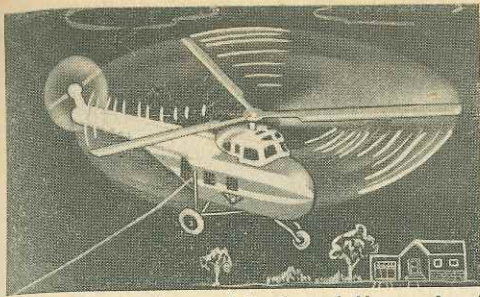
Scripturama, New Bible Game
 Let children know there are other toys besides guns and soldiers. Scripturama is a wonderful way to enjoy religion and play at the same time. Each card illustrates a bible quotation in vivid color . . . entire set depicts the whole King James Version. 5 exciting, educational games in all, in book-like box.
 A 7256, Complete set. . . . \$2.95



3-Sided Christmas Card Tree
 Let the merry Christmas cards you receive add a festive look to your home. Display them proudly on this lovely, red three sided tree for all to see. Standing 30" high, each side is approximately 18" wide. Vertical rods and scrolled loops hold 50 to 100 cards. Sturdy metal with star on top. Folds compactly for storage.
 SA 7441 \$3.95

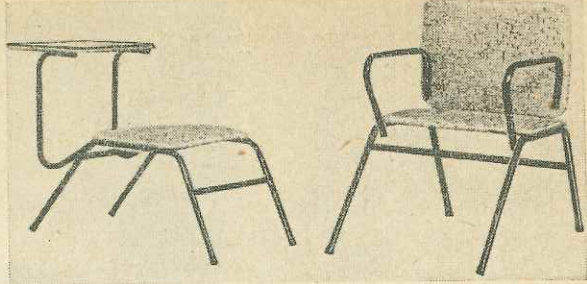


Watch Santa's Nose Light Up!
 Looking for something new to give that glum bunch a feeling of gay Christmas spirit? Here is a jolly, comical Santa that will get you loads of chuckles and grins as you wear it on your lapel. Pull the bell and Santa's nose lights up! Complete with battery and bulb. Santa is 1 1/2" high and has white whiskers. A 8438. 59c



Goes Up, Down, Forward, Backward, Hovers, Lands FIRST PLAYTHING TO ACTUALLY FLY!

Will our youngster's tricycles be the next thing to become air-borne? It's a fair question when you watch this Flying Helicopter take off and fly—almost by itself! By merely operating the remote control, the helicopter rises by the power of its whirling propeller. Once in the air, you can make it go up or down, hover, go forward or backwards, by a twist of the wrist. Of light gauge metal. Body is 9" long; propeller spins in a 12" circle.
A 8388, Complete with controls. \$3.98



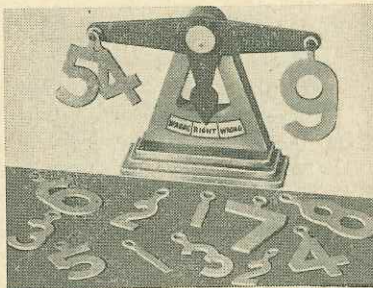
It's a Tray! It's a Desk! It's a Chair! CONVERTIBLE TV CHAIR TRAY

Modern simplicity coupled with everyday practicality for greatest TV comfort and convenience—for you and your youngsters. Flip the back of this Convertible Chair and it becomes a sit-down desk or tray combination. Perfect for TV viewing, snacks, for children who like to eat with grown-ups. Steel tray, non-slip edges. Wrought black frame with vinyl covered seat and back in mottled gray. 15" wide x 25" deep x 23" high. SA 8697. \$6.98



Personalized Birthday Record

Imagine the thrill! MOTHER GOOSE SINGS "HAPPY BIRTHDAY" TO YOUR CHILD—SINGS THE CHILD'S VERY OWN NAME! Personal greetings from this grand lady on the most important day of the year. What a wonderful surprise! On the other side Mother Goose sings 9 favorite rhymes. 78 RPM. Unbreakable. DA 7199 \$1.00



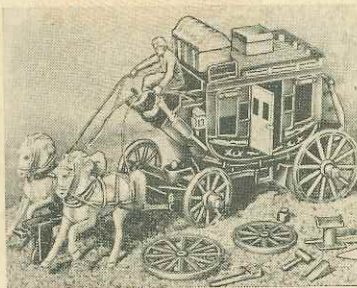
Add-A-Count Scale

A fascinating toy . . . a painless way to teach youngsters to add and count! The sturdy, colorful, unbreakable plastic scale is equipped with a set of 14 numbers. Precision Balance Arm Arrow on the scale points to "correct" only when a combination of numbers on one arm equal those on the other. Sanitary, non-toxic. Fun for children 4-7. A 6031. . . . \$1.00



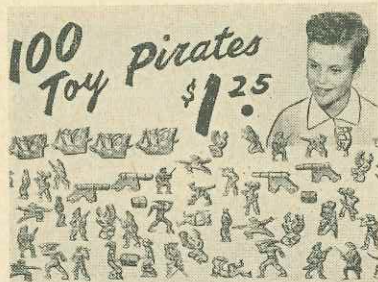
Chair Lifts Give Small Fry a Boost

When they're too young for ordinary chairs . . . and too old for high chairs . . . give their roost a boost! Up-U-Go Chair Lifts let small fry "grow-up" to the table without unstable, uncomfortable props. Converts any tubular chair into a "youth chair". Adjustable as child grows. Installs in minutes. A 7101, Set of 4. \$1.00



Roy Rogers FIX-IT STAGECOACH

Yippee! Authentic Western stage coach has 2 beautiful horses in full harness that can be hitched or unhitched. Coach has 4 wheels that can be changed. Doors open and close. Rear trunk has removable jack, mallet, 2 wedges, pry bar, wrench. Driver, whip, rifle, can all be moved. Uncouples from front wheels. 15" x 6 1/4". A 6155 \$3.98



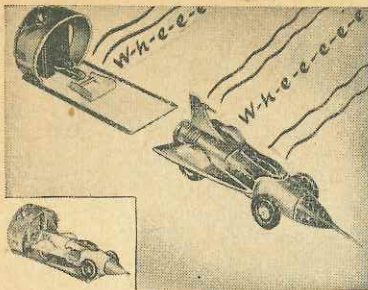
Ho! Ho! Ho!—And Loads Of Fun 100 TOY PIRATES FOR \$1.25!

Avast me laddies—steer a course of exciting new fun for your favorite child with these realistic toy pirates. There's 100 of 'em, all stand on their own base and are of durable, brightly colored plastic. Set includes Captain Kidd, Long John Silver, 4 Ships, Swordsmen, Prisoners, Seamen, Pirate Ships, many others.
A 8516, Set of 100. \$1.25



CUDDLY PUPPY With a MUSICAL EAR

Here's a well-trained pup to delight young and old! He's gone to music school and while there developed a Musical Ear. Just turn his flip-flop ear, out pours a beautiful burst of melody. Of soft, cuddly tan fur with ribbon around neck. Wonderful companion for baby brother, a cute sleeper on sister's pillow. 14 1/2" long. A 5024. \$2.95



Launches From Platform! TURBO-JET ROCKET CAR

There's atomic-age thrills aplenty in this rocketship inspired car. Action-packed Turbo-Jet car propels from launching platform, screeches as it rolls along. Has friction motor enabling it to run without launching. Screeching siren on platform. Harmless polyethylene tip on jet. 13" x 4".

A 8602 \$3.95



Does She Love To Pretend? EVERYTHING FOR THE BRIDE . . .

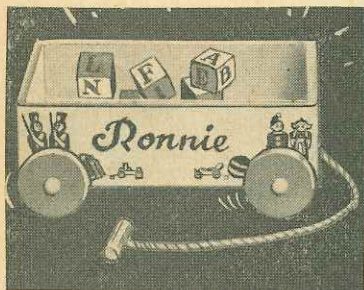
. . . but the groom! Every little girl loves to pretend, and Play Bride Set makes pretending so real. She's adorable with nylon mesh veil covering head and shoulders down to the waist, bridal wreath, tuck comb, bouquet, simulated pearl necklace and a genuine 14 karat gold-plated wedding ring.

A 7262, Complete \$1.98



We Lost Our Hearts To The TUBBABLE TERRY LAMB

My "little one" fell in love at first sight of this cunning little lamb! Her demure, smug expression makes everyone want to cuddle her. Covered with thick, luxurious terry and filled with the softest, non-allergic foam rubber—she can be easily washed or played with in the tub. A 8681, Pink; A 8682, White. Each \$2.00



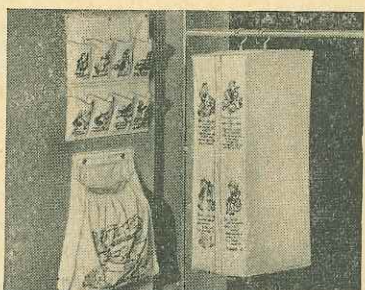
A Wagonload Of Fun TOT'S PERSONALIZED WAGON

Designed for the "post-carriage" trade . . . ages 1 to 5! Toddlers look adorable pulling this Toy-Toter Wagon behind them. Of select ponderosa pine with natural glossy finish and red wooden wheels, strong teakwood bottom carries "loads of fun". On the side we'll hand-letter any name. 11 1/4" x 13 1/2" x 5 1/4" high. PA 8441 \$2.95



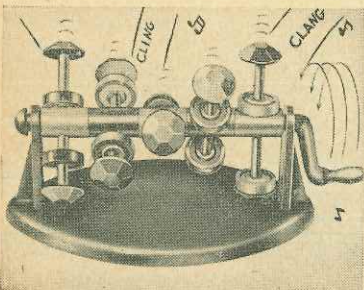
It Really Mixes! ELECTRIC MIX-ETTE MIXER

Wow! . . . Wait 'til she sees this! She'll work right alongside Mommy whipping up muffins, cakes, cookies. The beaters turn with the flick of a switch—no cranking or winding—and they even remove for easy cleaning. Mixer swivels in and out of the large unbreakable plastic bowl just like the real thing. Battery operated, safe. 6 1/2" high. A 8397 . . . \$1.95



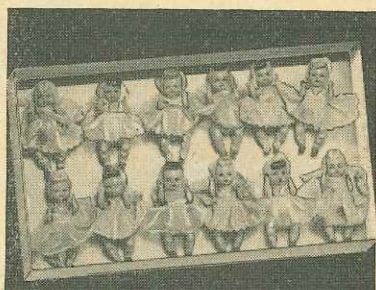
How We Keep Our Closets Neat! NURSERY-RHYME CLOSET SET

Junior-sized versions of the same kind of closet bags that Mom and Dad have . . . only these are bedecked with nursery rhymes and gay characters. Of strong, 6-gauge vinyl plastic that wipes clean. A 6274, 8 pocket shoe bag; A 6275, Hamper Bag, Each. \$1.00 A 6276, Garment Bag. . . \$1.98 A 6277, Set of all 3 . . . \$3.75



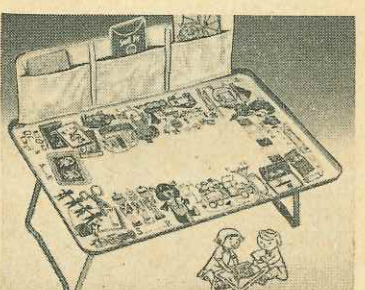
Action Packed Whirl Drop

Busy tots like toys they can "operate", and here's the action toy with tremendous appeal for all little "operators" from 6 months to five years. As the child turns the easy-action crank, fascinating whirls of color and exciting clacking noises are produced. Sturdily constructed of multi-colored styrene plastic for hours of fun. A 6391 . . . \$1.00



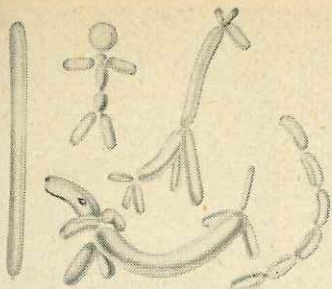
12 Unbreakable Dolls . . .

. . . with sleeping eyes. Your Young Miss will shriek with delight when she sees these darling **unbreakable** dolls she can mother! 12 entirely different dolls; each with its own individual personality; each with different colored hair, dress and hat. Hand-painted faces; movable hands and legs. 3" high. Imported from Italy. A 6615, Set of 12. . . \$2.95

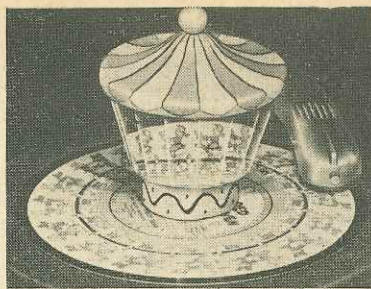


Rainy Day Fun Tray

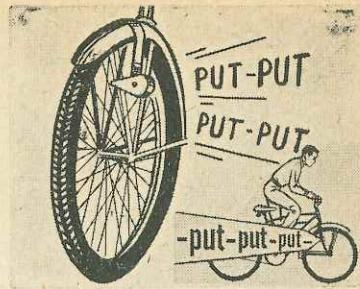
For playing—for eating—for coloring—for fun. New Fun Tray makes rainy days and days in bed fly like magic. Practical for Mother—better than a month of Sundays for youngsters. Decorated with pictures galore; plastic pocket holds accessories. (Crayons, coloring sheets, and cloth included.) 20" x 13". A 7326 . . . \$2.29



Twist Into A Thousand Shapes
37 5-FT. LONG BALLOONS—\$1
 Twist 'em, bend 'em—they won't break! Cut 'em into pieces—twist—and they reseal! Fantastically flexible live latex molds to any shape of the imagination. Make animals, hats, decorations . . . a delight for kiddies and adults too. 5 ft. long when inflated; come in assorted bright colors.
 A 8436, Box of 37 **\$1.00**



Your Record Player Shows Color MOVING PICTURES WITH SOUND
 Astonishing! Fascinating! Just put record on your record player and place the Magic Movie Mirror on top—presto! 3-dimensional, full color moving pictures accompanied by wonderful children's songs. Plays on any 78 rpm single-play record player. Magic Mirror and 2 double-sided records. A 8679 **\$2.98**
 A 8680, 2 different records . . . **98c**



Makes Any Bike A "Motor-Bike"! LOVE AT FIRST SOUND
 Boys and girls of all ages for go for this exciting Bike Put-Put that puts the thrill of a motorcycle in any bike. Though not a motor, it sounds like the real thing. Can be heard at long distances warning motorists of your child's presence. Put-Put fits any bike and is so easy to attach the children can do it themselves. A 6779 **79c**



Diapers with a Texas d-r-a-w-I! BABY JEANS
 Aren't these the cutest things! Sanforized light weight blue denim with orange stitching just like the cowboys. Cut for baby's comfort with elastic back and rubberized lining to insure perfect fit and longer wear. Patch pockets and copper snap grippers. A 4322, Small (16-22 lbs.); A 4323, Med. (20-26); A 4324, Lge. (24-32). Each **\$2.19**



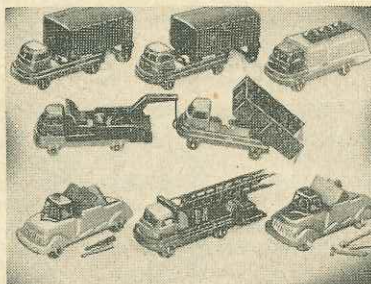
Money On The March . . . WALKING PENNY BANK
 No "clowning around" with saving stubbornness now. Small fry gladly give-in to Clarence the Clown's outstretched hand. It's fun and intriguing to watch penny placed in top slot "walk" slowly down three flights of stairs and deposit itself in bank below. Has other openings for larger coins. 8 3/4" high.
 A 8394, Each **\$1.00**



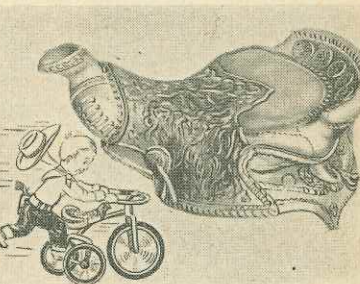
First on Baby's "Hit Parade" BABY'S "MUSIC LESSON"
 The enchanting lure of sweet, tinkling music and gay colors are combined in this brand new baby toy. These Swiss Musical Bells fit all play-pens, cribs and buggies to dangle invitingly within easy reach of baby's hands so he can make his own beautiful music. Five unbreakable bells of soft, colorful plastic. A 6163, Set of 5 **98c**



"Waa-hoo-oo!" Heap Big Teepee!
 Hold your ears! You'll hear a war-whoop when the kids see this Indian Play Tent! . . . and it comes with suction cups so they can use it IN-SIDE, and wooden pegs for use OUT-SIDE. 5-sided teepee has generous 15 ft. circumference, 48" high at center. Colorfully printed with Indian symbols—canoes, tomahawks, etc. DA 6392 **\$4.95**



"Everything Works"
 10-Piece Action Hiway Fleet has every young mechanic goggle-eyed! Each truck actually works! Hoods can be lifted exposing motors. Dump truck raises; tow truck's winch operates; trailers can be removed from transports; ladders raise and lower; 2 service trucks are in readiness to speed to scene if trouble arises.
 A 6316, Complete set **\$1.00**



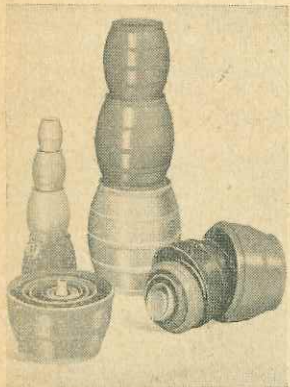
Authentic Western Bronc Saddle
 Identical to real saddles used in the Wild West, this model fits easily over the seat of any bike or tricycle. Neighborhood outlaws will be "a-headin' for cover" when your son comes ridin' along. Authentic in every detail; it's made of soft, molded latex in saddle leather color. Hand-tooled design. 14" long.
 A 5588 **\$2.98**



Almost Like Mom's Dutch Cupboard

She'll be the Mrs. of the kitchen with this printed Pennsylvania Dutch design cupboard. Red and blue on white reinforced fibreboard, it has all the features a young cook needs. 3 shelves for dishes, useable table top, a large drawer for silverware, and an oversized storage compartment for pots and pans. 40" high, 16½" wide, 11¼" deep.

SA 8398\$4.98



Child Guidance . . . Kittie In The Kegs

The cat and the fiddle are hidden in one of these 7 differently colored kegs. Each unscrews in the middle to form two halves, and the child must go from the largest to the smallest to find the elusive Mr. Cat. A novel way of teaching children color matching and coordination. Kegs nest in each other for storage. Unbreakable.

A 8399, 15-pc. set. 98c



Super-Duper Market Is Over 5 Ft. High!

A "store-house" of fun for all junior clerks and shoppers. Has miniature packages for spacious shelves, plenty of make believe money for young shoppers, "free" shopping bag. Colorfully printed in black, tan and yellow with a black, red and yellow roof. Sturdy reinforced fibreboard with realistic tile front. No pins, staples or gum tape. And can they have fun!

SA 8537\$4.98



Big-As-Life Dancing-Doll

Grab your partner . . . and join in the fun! Here's a full, life-size partner for any little Miss (or Mister) to twirl about. This 41" child's companion, is so realistic, so beautifully dressed . . . you'll regard her as another member of the family. Washable face, blonde hair, removable clothes and elastic straps that slip over child's foot for dancing.

SA 6082\$4.95

14" Imported Heidi Peasant Doll—\$1.00

She's just in from the old country to thrill your favorite little girl! Heidi has pretty blonde hair, the bluest of eyes, and a washable face. Jointed legs let her stand, sit, or be walked. Her colorful peasant costume consists of a blouse, vest, printed skirt and matching head scarf, apron, panties, slip, laced shoes. You'll really love her.

A 8549, Only..\$1.00



Buster, The Back-Talking Cowboy

Make Buster actually talk. Hear your own voice come from his lips. Now you can become a master ventriloquist — with Buster to talk for you. His mouth moves when you pull concealed string in back of his head. Arms and legs move, too. 19" tall, he's dressed like a real cowboy with hat, washable plaid shirt and western pants. Fun for all!

A 4645\$2.98



Tina, The Prima Ballerina

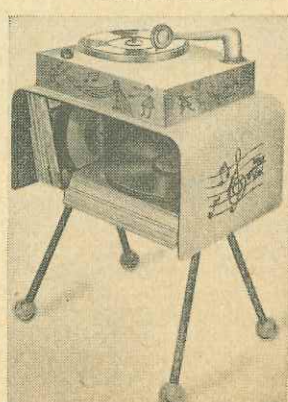
Never before a doll so graceful and poised as Nina! Beautifully dressed in an authentic Swan Lake costume, with dancing slippers by Capezio, her knees, ankles and body are jointed so she can dance on her toes or walk normally. Special construction allows her to be placed in numerous ballerina positions to the delight of ballet lovers. Saron hair. 20" tall, unbreakable.

SA 8587\$6.95



Electric Phonograph & Record Cabinet

Electric Phonograph plays real records with superior tone. Beautifully decorated with favorite nursery rhyme characters. All metal; 13" x 9¾" x 6¼". AC only. SA 8401 \$9.95
Children's Musical Cabinet makes musical journeys a joy for little folk. Holds up to 180 records; doubles as a play table, desk. Gaily decorated hardboard, sturdy wooden legs. 20" x 16". SA 6778..\$5.95





Eastern Star or Job's Teacups and Saucers

Here's a real addition to the breakfast or knick-knack shelf. This imported teacup and saucer of translucent English bone china is a real collectors' item and one you'll be proud to hand down to your children. It's adorned by the crest of the Eastern Star, women's auxiliary of the Masonic Order or Job's Daughter's. A6506, Eastern Star; A 8644, Job's Daughter's, Set . . . **\$2.95**



Imported Pastry Set

Helpful as a cookbook; lovely as a classic painting. Exquisite imported ceramic pastry set is hand painted and glazed. 8½" wide rack holds measuring cup (with fractions and ounces clearly marked), dough crimper, cookie spatula and fruit strainer. Have birch handles that unscrew for easy cleaning. You'll enjoy it . . . or it makes an ideal gift. A 6569 . . . **\$1.98**



No Strings! No Snaps! Flip-On Apron

No buttons either! Just flip this wonderful apron on and off in seconds. Remarkable hand formed ring of sturdy white plastic adjusts to fit any waist snugly. Hoops will never break or lose their shape. Complete with gay, colorful apron you'll adore.

A 5677 **\$2.00**

Buy The Hoops Only— make your own apron. With instructions.

A 5678, Each **60c**

A 5679, 2 for . . . **\$1.15**



Inside—Outside

Safety Window Cleaner

Cleans outside of windows while you stay safe inside! No more back-breaking contortions. Flexible 30" handle adjusts for cleaning hard-to-get-at-spots on windows. Reaches walls and mouldings—makes tile and mirrors glisten. Adjustable to 4 different ways. Sponge at bottom edge cleans; rubber squeegee at top dries. Rubber handle. Aluminum. Keep one in the car, too. A 306 . . **\$2.95**

Makes Donuts At Home Automatically

Press the plunger — click, click, click . . . Tasty donuts nice and quick! If you're an addict to golden brown, light, fluffy donuts, you know how much better they taste when made at home. Gleaming aluminum Donut Master automatically makes 2 dozen donuts at a single filling. No dough rolling . . . no cutting! Recipes included. 9½".

A 6645 **\$2.00**



Happy Gal Memo Minder

In her outstretched arms she's holding a gigantic pad of paper. Nearby is a handy pencil ready for "on the minute" thoughts. Hang her in kitchen, by phone or lay flat on any surface. For memos, shopping lists, recipes, phone numbers, etc. Pad snaps in roller; cutting bar tears off paper. Rubber cushions prevent marring. Hardwood, 10" high. A 5416 . . . **\$1.50**

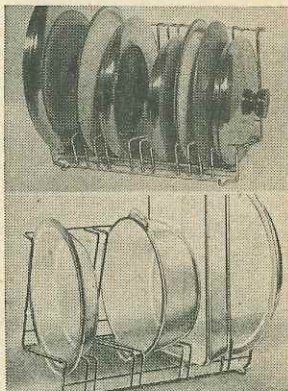


Grope No More, My Lady

End "undercover" searches. Put ovenware and lids to bed in specially designed metal cribs. Select utensil you need quickly with no upset, no breakage, no scratches, no "pile balancing". Ovenware-Crib holds casseroles, pans, bowls, etc. Lid-Crib stores covers, saucers, etc. Stand on shelf or hang on wall or door. 12"x7"x7".

A 6647, Lid . . . **\$1.29**

A 6648, Ovenware **\$1.29**

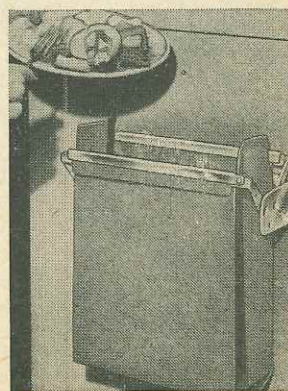


Scrap Trap Ends Messy Garbage

Garbage is gone without your hands ever touching it! Scrap Trap Holder attaches anywhere opens at the touch of a finger and seals shut airtight. Eliminates dirty, foul-smelling pails. Attach anywhere with special adhesive. End drippy, broken bags, too, with these special, moisture proof bags that each hold 6 qts. of garbage.

A 5939, Holder . . **\$1.25**

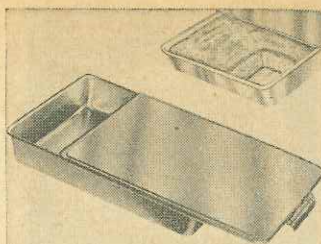
A 5940, 25 bags . . **69c**





Goodbye to Dishpan Hands Forever!
AUTOMATIC DISHWASHER—\$17.95
 It's AUTOMATIC! Dishes come sparkling clean in this portable Kay Way Dishwasher. Imagine: 28 dishes, glassware and all the silverware from a dinner for 4 are washed, rinsed, ready to dry in just 2 minutes! Wonderful, isn't it? Fits on drain-board of any sink, takes up little space. Washes, flushes, cleans, rinses—all automatically. Leakproof, can't spill. No installation necessary—merely attaches to faucet nozzle. SA 5882, Only... **\$17.95**

Triple-Action Covered Cake Pan
 Versatile kitchen helper keeps all foods fresh. Bake in it! Serve in it! Slide on tight-sealing, self-locking cover—cake stays fresh for days! Unusual depth allows ample room for cake and frosting. Use, also, for cookies, as bread box, vegetable crisper; for picnics, bazaars, etc. Heavy aluminum $13\frac{5}{8}'' \times 10'' \times 2\frac{1}{4}''$. A 1535 **\$1.79**



Zippy the Zebra

We've tamed the wild beasts of the kitchen! Zippy clutches hot the jungle to give you a hand in pots and pans in his heavily padded mouth and protects your hands. Besides, he puts an end to dreary pot holders and gives kitchens new color. Extra long neck lets you get to the back of the stove without burning your arm. A 6254 **\$1.00**



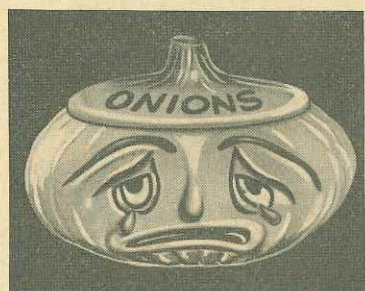
Spend What You Intend

Add-A-Mite keeps your budget on the beam. This pocket adding machine lets you know as you shop how much you've spent before you reach the check-out stand at your grocery or department store. Fits in the palm of your hand—adds or subtracts any amount from 1c to \$25. Prevents overspending. Simple instructions. A 6621 ... **\$2.00**



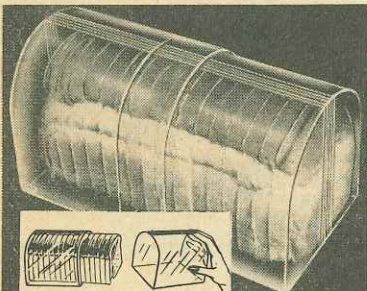
Sprays Ovens Clean in Minutes!

Simply spray on—relax for 10 minutes—and wipe it off! That's all there is to cleaning ovens with miraculous new Sea Spray. Crusted grease and burnt food dissolve as if by magic. No scrubbing—no drudgery—even Dad won't mind doing it. Kind to hands; safe for any stove or grills, etc. A 7847, 6 oz. size... **98c**
 A 7835, Double size **\$1.49**



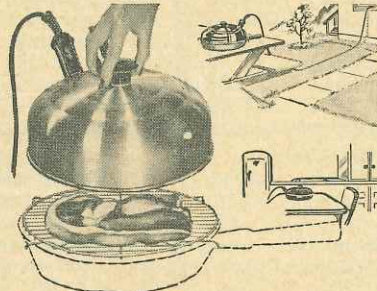
Sad Sam, The Onion Man

This teary guy has a right to cry! He's the keeper of the onions, the ice-box watchman who protects delicate foods from odorous leftovers. He's a lady's man, too, when it comes to serving chopped or sliced onions at formal occasions. Glazed hand-painted ceramic $3\frac{1}{2}''$ high, 5" in diameter; his hat lifts off. A 7355 **\$2.00**



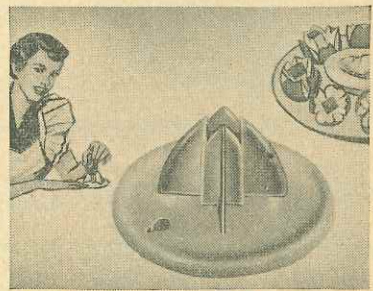
Telescopic Holder Is Air Tight NO MORE WASTED BREAD

Bread-Scope stores and keeps a loaf (or less) of bread fresh for weeks! Telescopic bread container closes in as bread is used up. Made of crystal clear plastic, it is always easy to see at a glance how much bread is on hand. It's completely air tight; prevents waste. Swell for keeping rolls, cookies, cake and pastries from drying. A 972. **\$1.98**



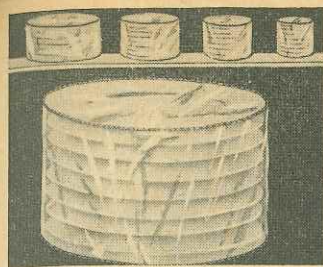
Broil Without Heating Your Oven INFRA-RED BROILER

Put Pierre of the Waldorf to shame with the tastiest broiled dishes made right on this Handi-Broil—without heating your oven! It's the handiest (and coolest) broiler we've seen for making tasty broiled steaks, chops, fish, etc. Set the Broiler Rack over any 10" or 12" skillet or pan (not included), and plug in. In minutes you eat. With cord. A 3505. **\$4.98**



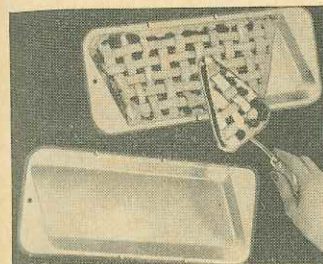
Radishes Blossom Into Roses With AUTOMATIC RADISH CUTTER

... The magic wand that causes an ordinary radish to blossom into a beautiful rose. An ingenious kitchen device for discriminating housewives who know—"that which appeals to the eye also appeals to the appetite." A mere touch of the hand and, automatically, radishes become tasty, decorative buds. Plastic. A 6642, Two for. **79c**



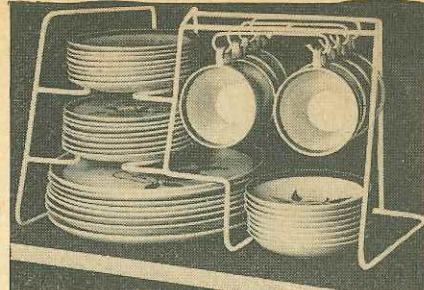
Keeps Plates Dust-Free!

It's as easy as pie to keep precious china free from dust between usings. You won't even need to wash them before every use with these wonderful plastic covers. They're 4 different sizes, each cover protects 12 dinner plates, bread-and-butter, salad or luncheon plates. Helps protect dishes from chips and nicks. A 5768, Set of 4. \$1.00



New! Oblong Pie Pans

No more wasted pie! No more stale slices! Pan has same capacity as standard 9" round pie pan but only one edge of pie is exposed when cut. Markings on edge assure perfect triangle slices—easily removed with spatula. Uses $\frac{1}{3}$ less oven space. Use for frozen salads, desserts, etc. Size $6\frac{1}{4} \times 14\frac{3}{4}$ ". A 4234, Two for \$1.00



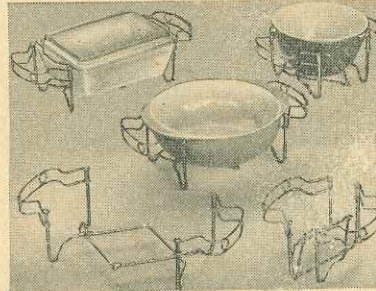
Keeps Dishes Handy And Safe

40-PC. DINNERWARE STORAGE RACK
Your dishes say "good-bye Mr. Chips" protected in this handy, space-saving Dinnerware Rack. Now, any dish can be removed quickly and easily—without "balancing the pile" or disturbing surrounding dishes. Cushioned with white vinyl to prevent breakage and chipping—it keeps everything at your fingertips. Holds 8 cups, 8 dinner plates, 8 saucers, 8 butter dishes and 8 fruit dishes in a tri-level area. $17\frac{3}{4} \times 9 \times 9$ ". SA 6514. \$3.49



Rose-Sprigged Egg Cup Set

So lovely, you'll want to use them only for company. Six stunning egg cups have been created in gleaming white china with elegant pink rosebuds sprinkled throughout. Imported reproductions of the famous Dresden "Moss Rose" pattern, they make the most dainty set you've ever seen. Stunning in your china cabinet. A 6372, Set of 6. . \$1.25



Adjustable Casserole Holder

Grace your table . . . and protect it, too! Ingenious holder e-x-p-a-n-d-s to fit any dish, from the smallest to the largest. Sturdy handles make it easy to carry hot dishes from oven to table. Cleverly designed legs provide heat insulation, prevents burned table tops. Dish will not slide. Chrome plated steel finish.

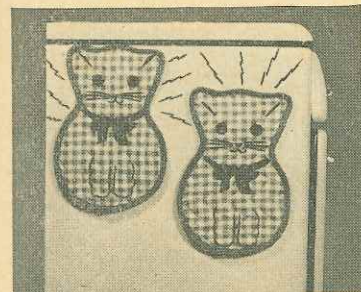
A 5775, Each \$1.00



Quickly Fix Chipped Porcelain

Just squeeze the tube, spread, that's all! Finish blends beautifully with white surfaces to end ugly, black chipped porcelain. Works perfectly on tub, refrigerator, sink, range, etc. It's easy! It's permanent! Needs no baking, no preparation, no expensive repairman. Does a truly professional job in minutes.

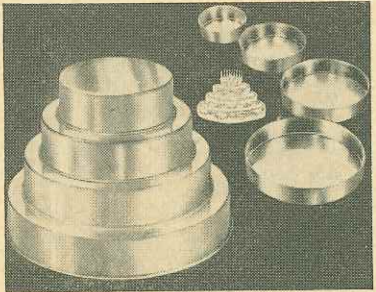
A 3555, Long lasting tube. . \$1.50



They Hang Anywhere MAGNETIC POT HOLDERS

We taut we taw a putty cat . . . and we did! These little kittens—make wonderful mittens . . . and stay put wherever you toss 'em. Washable percale potholders are heavily quilted for carrying hottest dishes. So decorative, so cute, and so very magnetic. Just flip—they stick to any metal surface instantly.

A 7167, Set of 2. \$1.00

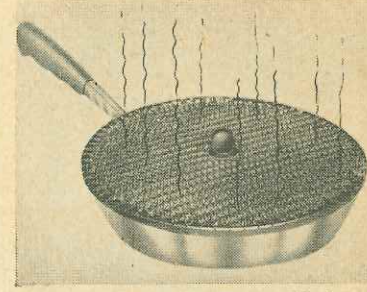


Make Your Own Party Cake With 4-TIER PARTY CAKE PAN

Bake your own professional party cakes, for weddings, birthdays, etc. It's easy! Use pans together or singly. Smallest 6" size is just right for baby's birthday treat; largest, 12", will accommodate an "Apple Pan Dowdy." Seamless metal pans are 2" deep. With delicious recipes.

A 6333, 4 Tier Pan \$1.79

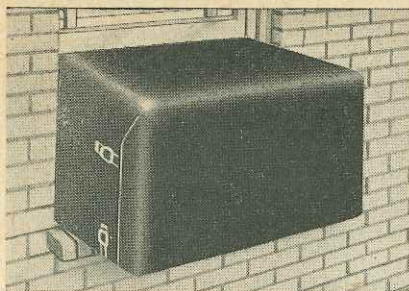
A 3092, 1 piece, 3 Tier Pan. . \$1.39



Grease Can't Spatter With SPATTER-PROOF FRY COVER

O-U-C-H! Nothing is hotter than spattering grease . . . nothing is messier! Filter Fry's porous aluminum construction keeps grease in pan, the kitchen immaculate. Won't trap steam, and can be used to warm buns while food is frying. Fits all 9" to 11" pans. To wash, simply swish in suds and rinse.

A 3833 \$1.00



Air Conditioner Cover

STOPS RAIN, SNOW, DUST DRAFTS!

Don't let bad weather make your air conditioner old before next summer! See that it gets proper care during the bad winter days ahead. Heavy-duty, water repellent duck Air Conditioner Cover protects the finish—keeps mechanism in perfect condition. Keeps out cold air; ends ventdrafts; lengthens unit's life. Adjustable to fit $\frac{1}{2}$ and $\frac{3}{4}$ ton units. A 6133....\$3.95
Extra Large Size to fit all 1 ton and $\frac{3}{4}$ ton and flush type units. A 8250....\$4.95

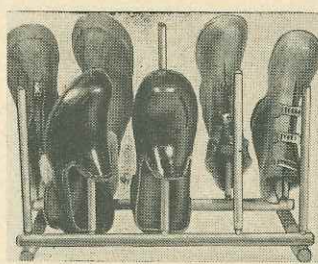
Just Rub ... and 1000 Furniture SCRATCHES DISAPPEAR

It's stood the test of time! Furniture companies have used Magic Almond Sticks for over 30 years. Its amazing ingredients make scratches completely disappear. Just rub over scratch and it's gone... instantly. Good for more than 1000 scratches. Safe for finest finishes. A 979\$1.00



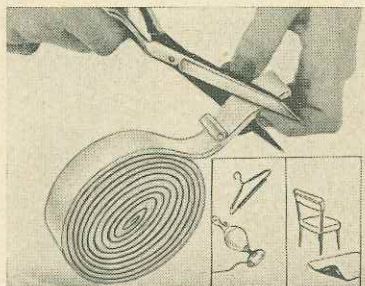
No Mess, No Slush on Carpets COLLAPSIBLE OVERSHOE TREE

Handy parking place for the family's overshoes, storm boots, rubbers. Holds 5 pair off the floor for quick drying. No more kicking wet rubbers into a corner. Saves carpeting. For porch, hallway during bad weather. Smooth, rich finish hardwood dowels. 21"x9"x13". Stores in 2"x29". SA 5106\$1.98



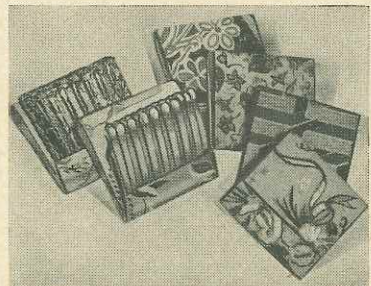
Make Anything "Glow"

No more stubbed toes, black eyes or more serious accidents! Now, all your "danger zones" can be marked so they Glow in the dark. Hundreds of uses for Luminous Paint — indoors or out. Perfect for making house numbers visible, for key holes, telephone, light switches, steps. Easy to use—merely daub it on. A 4288\$1.00



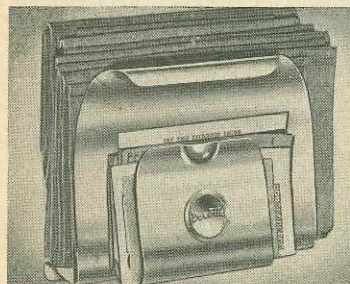
Handiest Thing in the House!

Ingenious foam cushion tape has adhesive backing that sticks to metal, glass, wood, fabric—anything needing protection. Peel-it-on to prevent rugs from slipping, ashtrays and lamps from scratching, furniture from marking, car doors from rattling... and hundreds of other uses. In 3 rolls totaling 108" long, $\frac{3}{4}$ " wide. A 7008, Complete98c



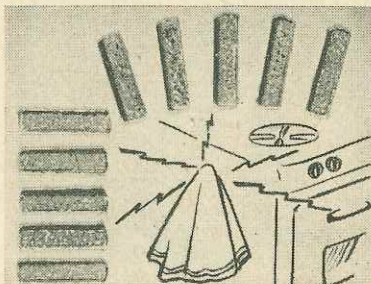
Incense on a Matchstick

Chases odors and replaces it with the crisp, clean scent of pungent pine, sandalwood and rose incense. Just light a match, let it burn and blow it out. Works instantly. Each of six folders has 30 matches, to keep your home pleasant for quite a while—does a matchless job. For kitchen, den, bathroom, etc. A 3754, Set of six.....89c



SACK TRAP HOLDER

No place to put paper bags? Always falling out of the cabinet? Well, Sack Trap has a place for everything—not only paper bags! Expands to hold dozens of paper sacks, cook books, pot holders, comic books, etc. Small holder at front files recipes, coupons, napkins, etc. Ends messy cabinet clutter. Hangs or stands. Aluminum. A 1320 \$1.49



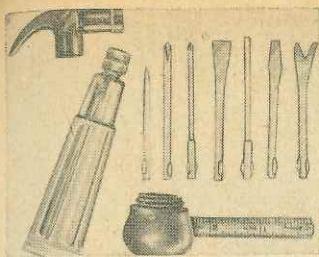
MAKE ANYTHING MAGNETIC!

Just sew these handy magnets in any non-magnetic material—towels, pot-holders, shopping lists, clothing, etc.—and never worry about hanging them. Just flip—it clings, to any steel or iron surface without hooks or nails. Use in car, home, workshop, etc. Washable, rustproof Alnico V magnets outpull ordinary ones by 2000%. A 7532, Set of 10...\$1.00

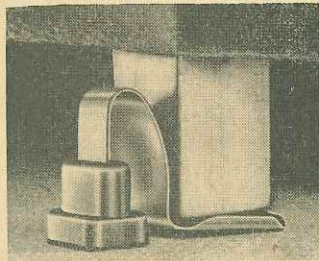


NO MORE COLD FEET!

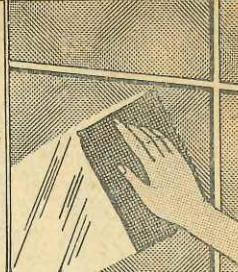
New Automatic Electric Foot Warmer eliminates chilled feet all day and all evening. Of light weight quality rubber, it's easily portable. Use it in kitchen while making meals, in basement while washing, in living room when watching TV, at the office. Helps avoid colds. Uses less power than a light bulb. With 6 ft. Cord. 14"x21". A 4712...\$8.95



Complete Home Workshop
9-in-1 HAMMER TOOL CHEST
 Zip—a screwdriver! Zam—a hammer! Zowie—a steel rule! A screw chuck, a 1/8" and a 3/16" screwdriver, a 1" and 2" Phillips head screwdriver, an awl, a chisel and a 3 foot flexible ruler all stored in the 6" unbreakable, shockproof hammer handle. All steel tools interchangeable. A 6958 \$1.79



Keeps Furniture in Place
PREVENTS WALL SCRATCHES
 If chairs, sofas, tables can't resist your slightest touch—are always "out of place"—anchor them with Furniture Anchors. Put one under back leg of any furniture and it will "stay put". Prevents ugly scratches on floors and walls. Heavy steel base with non-skid rubber anchor. A 6625, Set of 2.....\$1.19



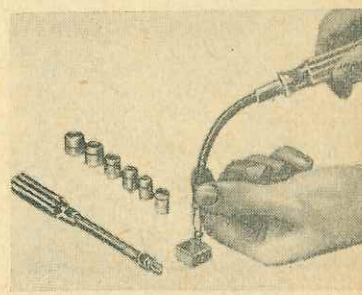
No Soap! No Water! No Mess!
ENDS WINDOW WASHING FOREVER
 Now windows can shine like fine crystal without ever wet-washing them again. Amazing, chemically treated Window Glem cloth makes them cleaner and brighter than ever before with just a wipe. Dust and dirt can't cling, rain runs right off without streaking. No more backaches from hard scrubbing or lugging heavy buckets. No more watery, soapy mess. Keep one in the car, too.
 A 7747, Each\$1.00
 A 8321, Giant Economy Size.....\$2.00



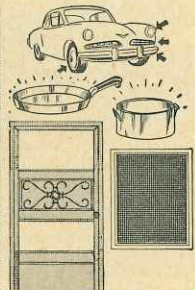
"Endust" Ends Dust Scattering!
 Scientific Endust when sprayed on any mop or cloth picks up dust like a magnet—in one stroke. Converts dust into adhesive pellets that shake off into garbage bag. Eliminates messy shaking—ends sneezing. Reduces mopping and sweeping time. Application lasts two weeks.
 A 3828, 5 oz. Regular size...98c
 A 3827, 10 1/2 oz. Economy...\$1.79



Stops Drafts, Odors, Noise, Dust!
 If you can drive a tack . . . you can do your own weatherstripping! Lock in heat, keep out cold—in minutes. New soft, flexible draft-proof material keeps winter air at bay, stops dust from penetrating closets, halls, or dirtying window sills. Cuts fuel bills, silences noisy doors, windows.
 A 8641, For 2 doors; A 8642, For Complete Window. Each.....\$1.00



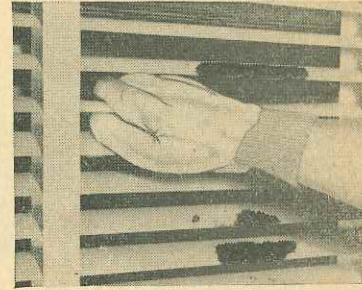
Flexible Screwdriver
 What we've all hoped for! A screw driver that gets into awkward, unhandy places. It bends around corners, turns or twists to reach into tight spots. With sturdy, spring steel shaft, it's 8" overall.
 A 4448 Flexible Screwdriver \$1.50
Flexible Socket Set. Same as screwdriver but has 6 hexes of varying sizes. A 6131\$3.00



CLEANS ALUMINUM INSTANTLY
 Just brush it on—rinse it off—that's all! Jiffy Aluminum Cleanser cleans on contact. All aluminum cooking utensils, windows, screens become sparkling bright. Amazing compound works instantly—you don't have to rub or scrub. Excellent for removing rust from all chrome, too. Comes with handy applicator brush. A 5572.....\$1.00



NO MORE "HOUSEMAID KNEES"
 Never again will you have red, sore aching knees, if only you slip on a pair of these! Neel-Ez pads are positive protection for your knees when washing or waxing floors, gardening, or washing small fry in the tub. Soft cushiony rubber—they formfit to your knees. Wear 'em over or under your clothes. Like kneeling on a cloud. A 4237, Pair.....\$1.79



CLEAN BLINDS IN SECONDS!
 Sheer sorcery for homemakers! Imagine! A wave of your hand and venetian blinds come out as clean as the day you bought them! It's all possible with this new "dust sucking" glove that enables you to "feel" blinds clean. Specially designed fingers let you clean top and bottom with one simple stroke. Completely washable. A 7887...\$1.25



Gets Under Stoves, Radiators REACH-ALL CLEANS ANYWHERE

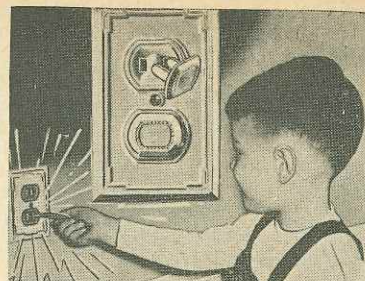
Reach-All finds dust anywhere—captures it instantly! No place is too narrow as this wonder wand ferrets out dirt behind or under stoves, radiators, refrigerators, hard to move furniture, etc. Wet the sponge head and keep dirt, dust from flying. Soft, fluffy, washable. Over 18" long with 10" handle.

A 7999 **98c**



Portable Inter-Comm Phone Set SAVES TIME! SAVES STEPS!

For Business, Home and Play. A combined inter-communication and "walkie-talkie" set that works up to one mile. Save time and steps. You have "clear-voice" communication from home to garage, upstairs to down, office to factory, etc. Powered by flashlight batteries. With 50' wire, electric signal buzzers, 2 phones and bases. A 5753 **\$5.98**



Only You Can Remove Them! SAF-GARD YOUR CHILD

Keep your youngster from becoming a shocking statistic. Chubby fingers love to investigate the mysteries of an open wall socket. Saf-Gards plug these temptations—prevent shocks, burns, and even fatal accidents. Also protect against short circuits. Can be removed by adults only. A 3686, Ivory, A 6639, Mahogany; Box of 20 **\$1.00**



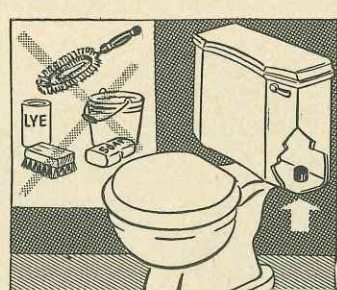
Cedarized Mothrox

Sure death to moths, roaches and silverfish with this new chemical discovery—and it prevents mildew, too! Scientifically formulated compound has a pleasing cedar aroma. Hang one in your closet, tuck one in drawer or chest . . . woolsens, clothes, blankets are safe for months. A 7978, Each..... **79c**
A 7979, 4 for **\$3.00**



Clean Two 9'x12' Rugs and Save \$ \$

Why bother sending rugs to expensive cleaners? Chem-O-Cel does the work in your own home—at fantastically low cost! Fast acting scientific white foam baked into durable sponge wipes rugs miraculously clean with little effort. No containers to break—no soaps needed. Also cleans two rooms of upholstery. Works wonders on walls, in cars, etc. A 6876 . . . **79c**



End Bathroom Drudgery

It does the work for you! Just drop one Sweet'n Clean tablet in flush tank each week and clean toilet bowls without cleansers or dirty work. Throw away your messy brush; keeps bowls immaculately clean. Ends stains, odors, rings. Non-poisonous, harmless. A 3086, Two months supply **\$1.00**
A 6417, Six months supply **\$2.69**



Clear-Vue Press Cloth Let's You SEE WHAT YOU'RE IRONING

Cut your ironing time in half! Take the guess-work out of tricky ironing and end hit-and-miss pleats. Transparent cloth lets you see darts, pleats, pockets, etc., as you press. For all fabrics—cools immediately for easy handling. Specially treated to prevent shine, scorching, wrinkling. Washable. A 3727 **59c**
A 8646, Set of two..... **98c**



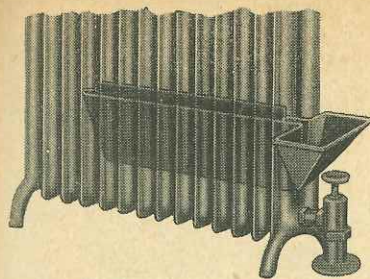
Stop Dirt From Filling Your Home DISPOSABLE REGISTER FILTERS

Install disposable Glasfloss Air Filters under furnace registers and enjoy a cleaner, healthier home. Inch thick pads filter air, trap dust, dirt and grime. Saves fuel, cleaning bills. Lengthens life of slipcovers, drapes, etc. Use for air conditioners, too. Installs by merely removing grill and cutting to size. Box of 10 sq. ft.—for several registers. A 5447 . **\$2.49**



Extra Space And More Extra Space! ADD-A-PAIR SHELF HANGERS

Use one pair or dozens . . . and get the extra shelf space you've needed. Merely suspend 'em from overhead beams in cellar, attic, garage, etc. Each pair of steel rod brackets makes a 12" wide shelf. Just add additional brackets as needed. For storing canned goods, screens, etc. A 5680, Pair **95c**
A 5681, Set of 3 pair..... **\$2.70**



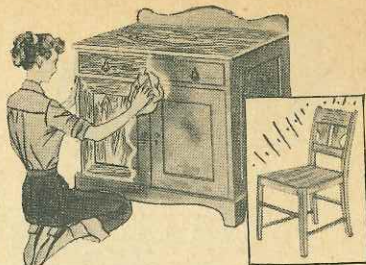
In-The-Radiator Humidifier ENDS DRY THROATS, COUGHS

... Forget about getting behind radiators—or streaked walls. Newly designed Humidifier fits into center of radiator (where heat and water evaporation is greatest) and is filled at handy spout at front which is hardly noticeable. Rust-proof aluminum—one piece construction. A 7542, 18" long. **\$1.49**
A 8645, 28" long **\$1.98**



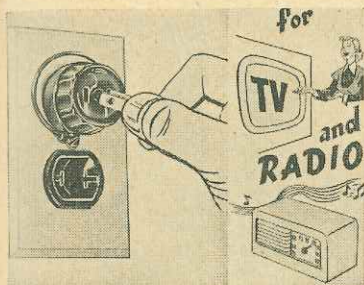
Make Old Pieces Look New REPLATE SILVER INSTANTLY

Just rub a little on with a cloth—that's all. Miracle Super-Strength SILVER PLATER now makes it easy to replate worn silver at home. See the new sparkle in minutes. Won't peel or wash off. Saves money—keeps silverware gleaming. Replates ANY ARTICLE having a worn silver, copper, brass, or bronze base. Not a polish. A 1976, 8 oz. **\$2.95**



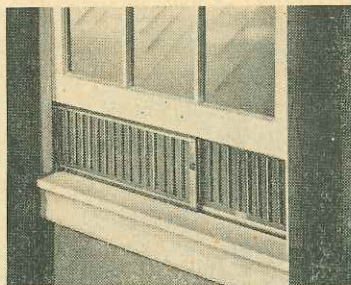
No Rubbing! No Mess! ONE STROKE LIQUID "SANDER"

A new sanding miracle! Wonder-performing liquid sander disintegrates varnish, paint, enamel and lacquer finishes in minutes. Ends mess and hard rubbing usually associated with ordinary sandpaper. Leaves clean, smooth surface on all wood, linoleum or metal. Safe for hands, surface. Refinishing was never so easy. A 7790, Pint. **\$1.49**



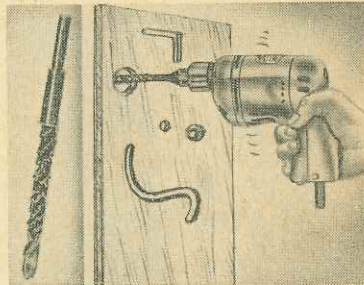
Stop Radio, TV Noises Instantly!

Don't let motors, heaters or other electrical appliances ruin TV or radio enjoyment! Put amazing Bell-tronic Noise Filter to work at once. Just plug set into filter and filter into any outlet... see how much clearer the reception is immediately. Use filter directly with appliance for same buzz-free results. Works on any set. A 7084. . **\$1.00**



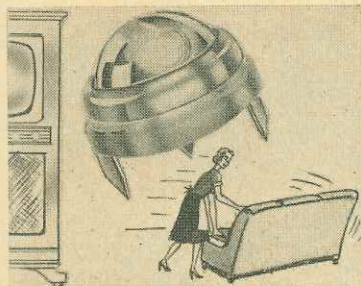
Keep Our Dirt, Rain, Peeping Toms

Now, get fresh air without every passerby looking in the windows! Aluminum ventilator with specially fabricated blue fiber glass filter lets only clean, fresh air into your home; keeps out soot, dust, rain, snow, insects—even pollen. Eliminates drafts. Cannot rust or warp. For any room. A 7981, Windows 18" to 34" **\$3.98**
A 7982, Windows 22" to 42" **\$4.49**



Drillsaw Saws In Any Direction

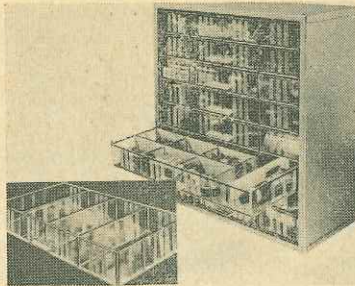
Hi-speed drill router performs 3 important functions and fits any electric hand drill or drill press. Routes out depression for wide-head screws, nuts or bolts leaving flat surface. Drills without routing through lumber, hard tile, rubber, masonite, leather, etc., up to $\frac{5}{8}$ " thick and saws in any direction. Steel $\frac{1}{4}$ " dia., $2\frac{3}{8}$ " long. A 6943 **\$1.25**



Nail-On Ball Bearing Casters MAKES ANYTHING MOVE

No more strained backs! Ball Bearing Casters enable you to move television sets, davenport, desks, or other heavy furniture easily and smoothly over floors or rugs. Simple as driving a nail to install—just tap with a hammer. 3 prongs hold on any furniture. Rolls freely in all directions. $\frac{1}{2}$ " ball; $\frac{3}{4}$ " top.

A 4289, Set of 8. **\$1.00**



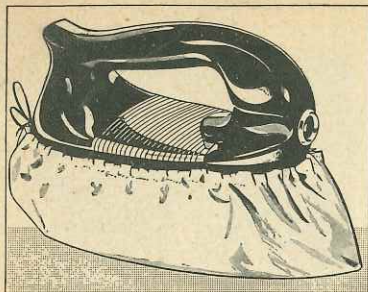
See-Thru Small Parts Cabinets YOU SEE WHERE YOU PUT IT

Up to 96 separate compartments! 1000 uses! File everything from buttons to bolts you always need—but never find—in one compact unit. 4 transparent drawers in one to each tier. 3 compartments to each drawer. Drawers 5" x 2" x 1". Steel cabinet. SA 5999, 16 Drawers **\$5.98**
SA 4819, 24 Drawers **\$8.98**
SA 4820, 32 Drawers **\$10.98**



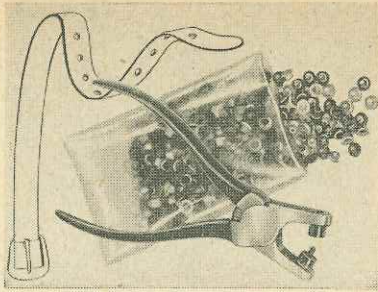
Attachment Uses Water Power To FLUSH DRAINS CLEAN

Sink stopped up? Tub too slow in emptying? Then simply attach this miracle Drain Cleaner and turn on the water. No fuss, no pipe-eating acids; just the water power your city provides and swish! — there goes the stoppage. Easy to use—adaptable to any drain. Saves on plumbing bills—have it handy always. A 6638 **\$1.49**



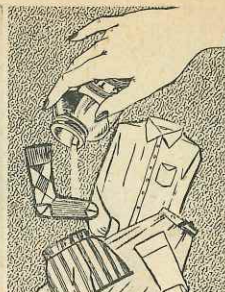
See Your Work As You Iron SHINE-PROOF STEAM COVER

You may shine when it comes to ironing, but this Shine-Proof Steam Iron Cover sees to it that slacks and skirts don't. Shine is also eliminated from seams, pocket flaps, etc., on gabardine, serge, dull-surfaced silks, faille, and synthetic fabrics. Handier than press cloth. Fits all steam irons. A6457 . . . **50c** A8458, Super Glide Model . . . **\$1.00**



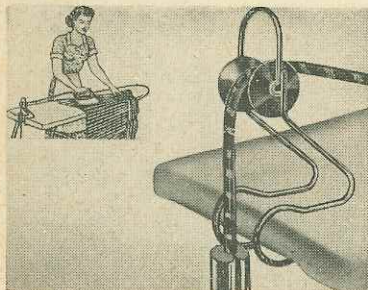
Lengthen Clothes Life— EYELET PUNCH AND SETTER

One easy operation . . . and you can repair and remodel shoes, lengthen belts, make your own photo albums or scrapbooks. Just press and release . . . eyelet is popped firmly, permanently in place. Works on leather, plastic, etc. Includes 300 assorted eyelets. Durable steel; non-slip handle. A 8205 **\$2.98** A 8206, 500 extra eyelets. . . . **.75c**



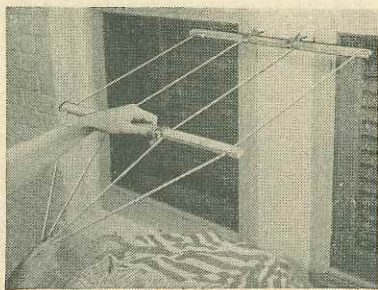
Repair Holes, Tears, Burns SEW WITHOUT USING A NEEDLE!

Stop stitching with Magic Thread—does everything, anything a needle and thread does. A drop stops runs in nylons—perfect for zippers, heavy upholstery . . . any fabric. Keeps rugs from slipping, too. Just pour it on—bond formed is soft, pliable, invisible. We defy you to pull it apart. Not affected by washing, ironing. A 6894 . . . **\$1.00**



Easy Ironing Cord Glider

Now, no ironing cord will get in your way while ironing! Attach this metal bracket, pass cord through the metal roller and attach the 3 oz. rubber weight to cord just below board. Cord travels freely to and fro on roller with the motion of ironing. No more slack cord to rumple clothing. Cord cannot twist. A 4240 **\$1.00**



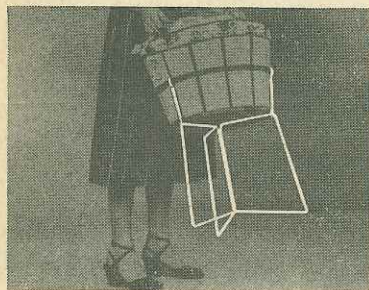
PULL-OUT CLOTHES DRYER

You'll whistle at your work . . . with this new kind of clothes dryer that eliminates bulky, bulging clotheslines. Attach it to any wall and pull. 55 ft. of drying space—enough for 2 washerloads—can be set up for inside or outside drying. Strong plastic lines are easier to keep clean, and when not in use, entire unit stores in drawer or cabinet. A 7915 . . . **\$2.98**



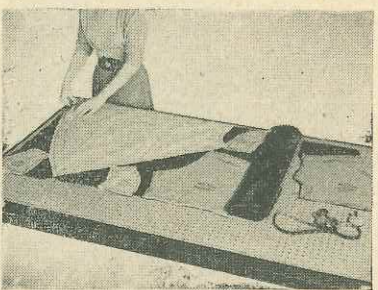
Do Away With Nylon Yellow

Just a few drops of Nylite in your wash water and presto! — nylon, orlon and other synthetics sparkle with original lustre. After frequent washings, nylon seems to acquire a yellowish caste — Nylite eliminates yellow and restores brightness. Amazingly gentle, it is perfect for rayon, silk, wool, too. 6 oz. A 6484 **\$1.00**



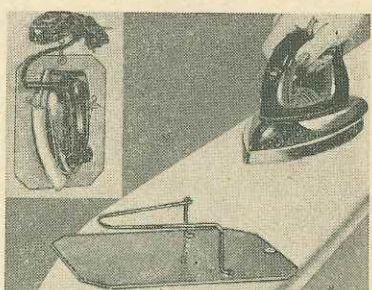
No More Bending! No Backaches BACK-SAVER BASKET STAND

They'd a never caught "Grandma bendin' over" with one of these Basket Stands. Washday backaches and bending are a thing of the past. When you go to the line, Back Saver accompanies you keeping laundry basket at finger tip height. Tripod arrangement of lightweight aluminum clips to basket—collapses for storing. A 6870 . . . **\$1.95**



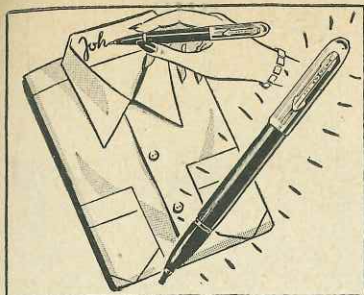
Home Sewers Attention! PROFESSIONAL CUTTING BOARD

Cut garment fabric at home with professional precision . . . for perfect results! Prevents mistakes, waste of material. Grid pattern surface is marked every inch to permit perfect folding, alignment, and cutting of fabric — lengthwise, crosswise, or bias. Simply pin material to board. 40" x 72" open; 13" x 40" closed. SA 3053 **\$4.98**



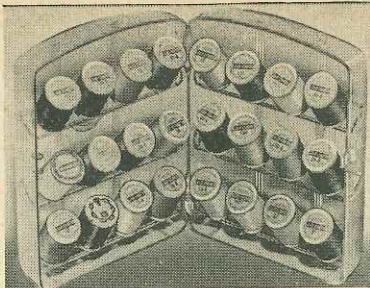
Combination Hanging Rack and FIREPROOF IRON REST

Safety assured! Fireproof metal covered asbestos Rest holds your hot iron. No more standing on end or falling off board. Prevents board from burning or scorching. Iron slides on, off without lifting. Rest hangs on the cord holder (hangs permanently inside cabinet)—safely out of children's reach. For all irons. 7" x 10". A 4180 . . . **\$1.25**



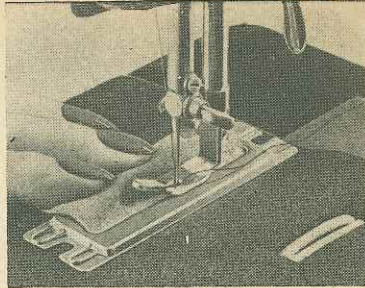
Personalize Up To 3000 Garments PREVENT LAUNDRY MIXUPS

Now, each and every member of your household can have their name on all clothing you'll buy in the next 10 years or more. Indelible Laundry pen marks any cloth the easy, professional laundry way. Write anything; prevent laundry mixups. Dries quickly—won't wash out or run. Perfect for all your clothing. JA 6929\$1.00



Holds 24 Spools At Your Fingertip THREAD BED—\$1.00

"Available: ... room for 24 spools of thread. Cosy quarters. Individual spindle for each spool. Shelves tilt forward. No fumbling to get the right spool. All completely visible for fingertip color selection." Durable Styrene Plastic Thread Bed is spill-proof — snaps firmly closed. Keeps thread clean. 4½" x 6" x 2½". Thread not included. A 6858 \$1.00



In Minutes Make Professional BOUND BUTTONHOLES

If you appreciate quality, you'll appreciate this Bound Buttonhole Binder. Amazing new sewing machine attachment lets you make bound buttonholes of perfect uniformity — without tedious, eye-straining work. Your handiwork will acquire the detail of high priced garments. Makes welted or corded types. A 7932, Complete...\$1.00



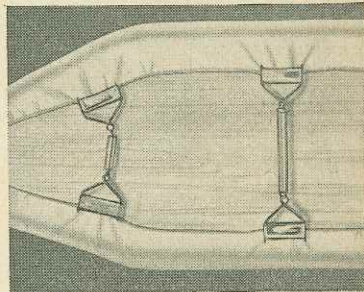
Puff Sleeves . . . Without Ironing

Little misses dresses are puffy and fluffy . . . and mother's ironing cares are over. Simply slip damp sleeve over non-rusting, stainless steel stretcher, remove when dry, and have the best dressed daughter in town. Makes ironing simple. Shapes while storing. A 7020; (Dress size 1-3); A 7021, (3-5); A 7022 (5-8); Pair\$1.00



"PUSH-BUTTON" SPOT REMOVER

Here's the sensational new Dry Cleaner that leaves no ugly rings! Spray it directly on the spot, wipe it gently and presto! the stain's gone. Dries quickly, leaves no odor. Safe for all dry-cleanable fabrics—woolens, rayons, silks cottons, miracle fibres, even suede. Use on gloves, tie, suits, dresses, etc. Keep an extra at the office. A 5312....\$1.95



Ironing Board Cover Holders

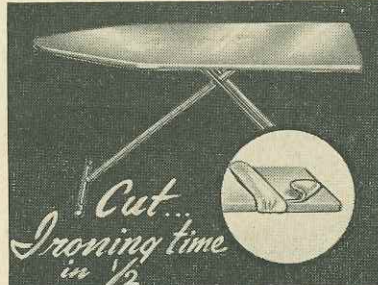
Take the slack out of your ironing board cover and take wrinkles out of your clothes! Quickly hook these 5 sturdy steel springs to the underside of your cover and iron wrinkle-free every time. Keeps covers smooth, tight. Eliminates tacking, sewing, pinning — grips any cover firmly. Makes changing covers easy. A 5821, Set of 5.....98c



Safe Washing For Lingerie, Hose STOP WASHING BY HAND

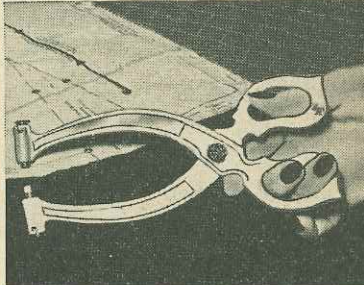
Lengthen the life of hose, lacy handkerchiefs, etc. Now, wash anything from delicate lingerie to dainty baby things in your washing machine. Just throw 'em in Laundrynet, snap rust-proof grippers shut and put in washer. There's no danger of tangling, tearing, or ripping. Dainty things come sparkling clean quickly, safely. A 5908...\$1.19

Bancroft's



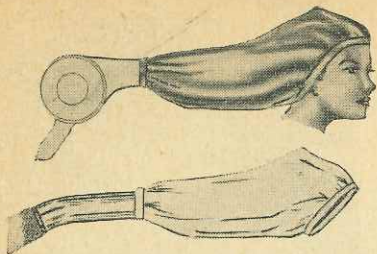
Silicone & Foam Rubber Ironing Set YOU IRON ONLY ONE SIDE

Now, iron easier and faster with this new combination! Scorch Resistant Silicone covers throws heat back onto underside of garment. You only iron one side. Foam Pad speeds ironing — reduces strokes. Ideal for ironing over buttons; leaves no impression. Fits all boards. And, so low priced. A 6896, Complete, only...\$2.98 A 6897, Silicone Cover only...98c



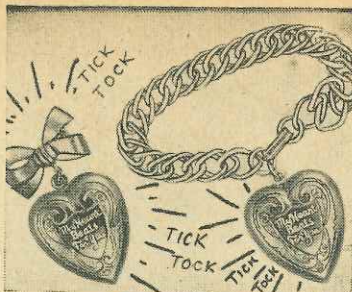
Scissors-Shaped Tailor Tacker MARKS BOTH SIDES AT ONCE!

Just press the handle, presto — Mark patterns on both sides at once. A professional job in half time. Sewing turns out exactly as planned... no wasted material... size is perfectly correct. Marks clearly in chalk, leaving an easy-to-follow guide on perforated or printed patterns. Use for adjusting hems, too. A 7043\$1.79

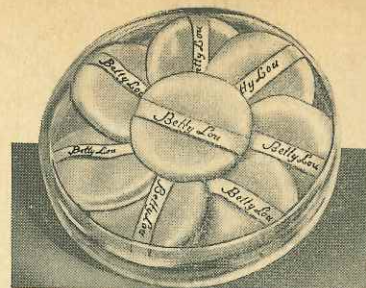


Modern Women Are Celebrating . . DRY HAIR IN MINUTES

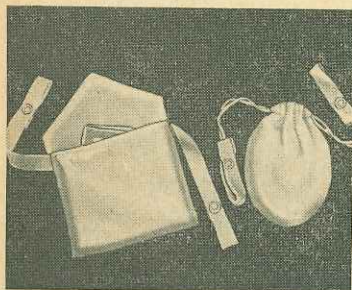
No wet hair will keep you waiting. Air Cap dries hair in a jiffy. Set hair anytime—even after swimming—take it down evenly, wonderfully dry in less than 10 minutes. Dryer slips on vacuum or hand dryer, other end fits comfortably on your head. Sends warm air throughout hair. Leaves both hands free for reading, etc. A7193 **\$1.00**



They Tick Without Winding!
ENGRAVED HEARTBEAT JEWELRY
Show that special someone that your heart really "beats" for them. Fashionable mystery Heart Throb Bracelet and Love Knot Pin tick loud and clear—yet never need winding! Both of these unique tokens of affection are of golden metal and exquisitely engraved, "My heart beats for you". JA 8660, Bracelet; JA 8661, Love Knot Pin; Each (inc. tax) . . . **\$1.10**



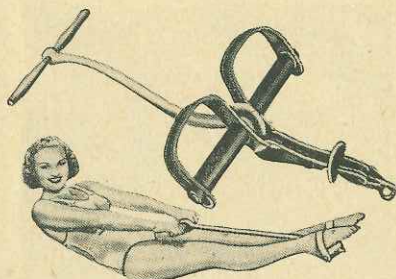
Exquisitely, Exclusively Yours!
PERSONALIZED POWDER PUFFS
Daintily feminine! Eight pillow powder puffs, in lovely peach shade are exquisitely yours! We'll stamp any name in shimmering silver on the contrasting maroon ribbon. Downy smooth velour 2 1/4" powder puffs are perfect on vanity, distinctive in your purse. In an exquisite acetate gift box. PA 3527, Set of eight for . . **\$1.79**



Your Bosom Friends

Protects you from losing valuables in purses that are lost or snatched. Cache snaps to bra or slip straps—won't bulge. Soft, washable crepe; moisture-proof lining.

Folding Money Bosom Friend. For sport or casual dress. A 8665, White; A 8666, Pink; Each. **\$1.25**
Jewelry Pouch. A 8667, White; A 8668, Pink; Each **\$1.95**



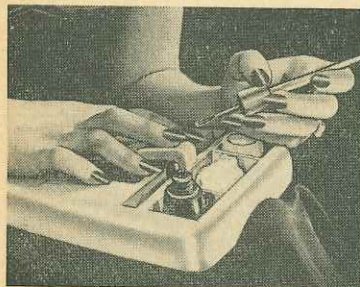
Stretch to Health—And Reduce

Unwanted weight disappears! Here's the enjoyable way to develop muscle tone and regain radiant, energetic health. Perfected in Hollywood where health is wealth, it's the easy way to lose excess poundage. Ingenious rubber rowing machine exerciser can be used anywhere—stores inconspicuously. With reducing chart. A 3785 **\$3.95**



Lavender Mist

Spring-song fragrance that plays its warm, blossomy notes on an exotic lavender theme. Delicately freshens rooms and closets as it whirls you off on a lighthearted, lingering scent. A gentle touch delivers a fine, clear spray that won't stain, discolor, or dampen. Use in drawers to keep clothes fresh and sweet. A7918, 8 oz. (200 sprays) . . **\$1.50**



Manicur-Ette Steadies Your Hand PERFECTLY FINISH NAILS

You'll be thrilled with how lovely your nails look after a home manicure! Ingenious helper provides a comfortable hand rest—steadies your hand, elevates one finger at a time for polishing nails. Fits on lap, chair arm, any flat surface. Deep divided wells hold cotton, polish, etc. No more spilling or smearing. Smart plastic. A 4417 **\$1.00**



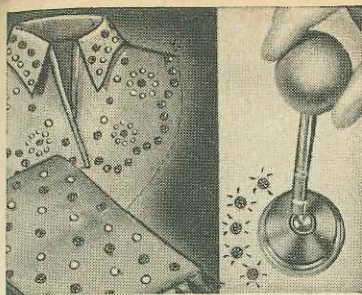
She'll Wear Her Heart On Her Wrist GRANDMOTHER'S BRACELET

Grandmother, Mother, Aunt—everyone who has children will dote on this sterling silver keepsake designed for her alone. A sterling disc for each child is handsomely engraved with the first name and birth date of each son, daughter, niece or nephew is mounted on the stunning bracelet. DA 6222, Bracelet, Tax inc. **\$1.10**
DA 6223, Each Disc **\$1.10**



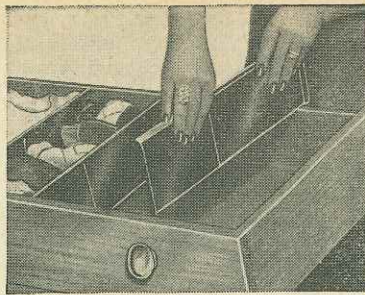
Stop Earrings From Pinching! EARRING CUSHIONS

Eliminate the pinch from decorative but torturing earrings with these delightful cushions. They assure heavenly comfort and prevent loss from earrings slipping off. Easy to attach, assorted sizes to fit any style clip or screw-back earring. Boxed set of 8 pair is on a golden palette. A 5993, 8 pair **\$1.00**



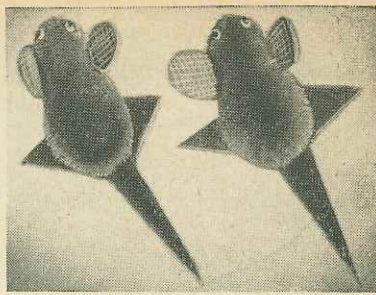
Easy-To-Use Gem Setter GLAMORIZE YOUR WARDROBE!

Add the glitter, the glamour, the expensive look to your dresses, bags, stoles, sweaters, blouses, hats, belts, and jackets with sparkling rhinestones. Gem Setter is as easy to use as a stapler . . . and just as fast. No sewing necessary. With 50 pearls, 50 crystals, 50 asst. colored rhinestones, settings. Adds seasons of wear. A 6218 **\$2.00**



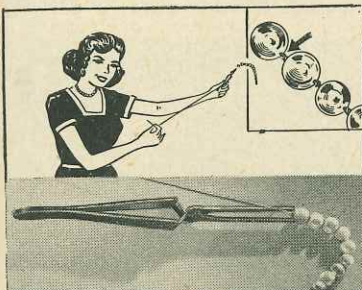
Have A Place For Everything EXPANDING DRAWER DIVIDERS

Ingenious dividers expand to fit all drawers from 9" to 17" wide! Keeps things neat, tidy—always handy. Frustrating searches are ended forever. Separates hose, gloves, underwear, etc. Sturdy metal. For bookshelf supports, kitchen drawers, etc. A 3847, Set of 3; 2½" high. **\$1.00**
A 3848, Set of 3; 4½" high. **\$1.19**
A 3849, Set of 3; 6½" high. **\$1.29**



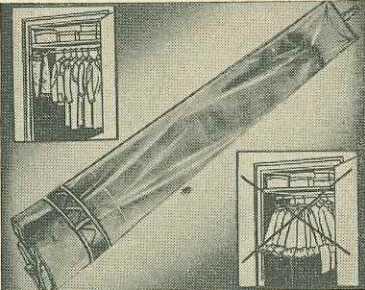
EKK! . . . How Cute! VELVET MICE EARRINGS

Original as a new mouse trap. You'll "catch" the eye and envy of all your friends with these cuddly visitors from Mexico. Cute as a bug—soft as peach fuzz, a beady-eyed gem to keep 'em buzzing. Ideal for M'lady's Christmas stocking. Life-like; 1½" from tail tip to whiskers. Mouse gray with screw bobs. JA 8498 **\$1.00**



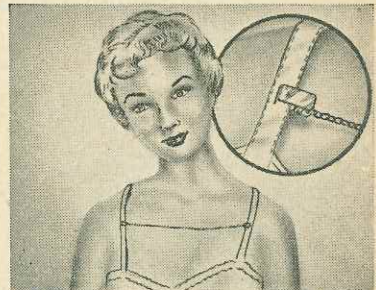
Restring Jewelry Automatically

Broken necklaces gathering dust instead of compliments? Ingenious new Bead Stringer restrings, lengthens or shortens necklaces . . . creates glamorous new jewelry in one operation. Pops pearls, beads, etc., in place instantly and automatically forms a knot between each bead to hold them. Includes bead string. A 7708 **\$1.00**



Skirt Toter Increases Closet Space

Stiff, flaring petticoats and skirts are lovely to wear—but they give closets growing pains! Store crinolines the neat, protective way with this plastic Toter and still leave plenty of room for other apparel. Takes only a few inches—protects clothes hanging or toting. Quilted vinyl reinforcement; hanging hoops. For pleated skirts, too. A 6664, Two for **\$1.00**



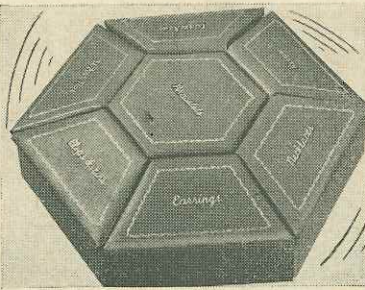
End Falling Slip And Bra Straps

Don't let straps "peek" from short sleeved blouses or dresses. Relax with "Fastenators"! Glamorous Sterling Silver chain clips on straps in front or back—keeps you neat, comfortable all day. No more embarrassing necessary "adjustments." Rhodium plated jewelry can't tarnish—looks lovely with a locket. JA 7017, We pay tax. **\$2.20**



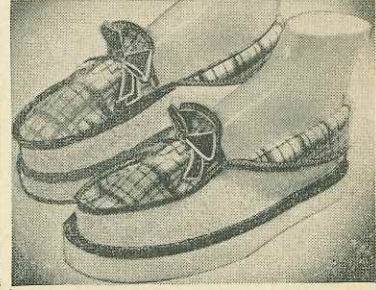
5 Pocket Bed Butler KEEPS EVERYTHING HANDY

Now you can really relax in bed! Wonderful new bed valet holds all bedside necessities at your fingertips. Fitting snugly between spring and mattress, it holds tissues, eye glasses, magazines, newspapers, books, comb, cosmetics—right there where you want 'em. Swell for the sickroom or nursery. Quilted plastic that wipes clean. A 6203. . . **\$1.00**



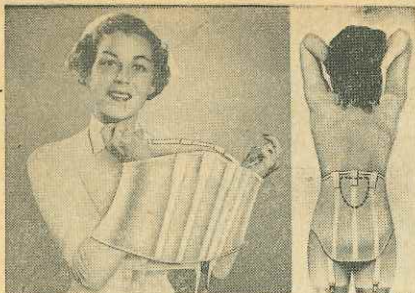
Seven Personal Maids—Just For You! REVOLVING JEWELRY SUSAN

Beautifully-styled Jewelry Tray serves seven useful purposes in holding rings, earrings, necklaces, bracelet, pins and clips, watches and what-not. Everything is easily within reach with a flip of a finger! Keeps drawers so neat. Each compartment has a gold-tooled, dust-proof cover. Gleaming leatherette. Lovely on vanity, dresser, etc. A 7507 **\$4.95**



Foam Rubber Soled Loafettes LIKE FLOATING ON A CLOUD . . .

Slip on these stylish knockabout slippers . . . and relax. Durable white terry cloth tops in brilliant plaid have turn-down cuff. Extra large moccasin toe — for added "toe-wiggling" ease. Sole is springy Foam Rubber. Completely washable. A 4388, Small (Sizes 4-5½); A 4389, Med. (6-7½); A 4390, Large (8-9½). Pair **\$1.98**



A Slim New Silhouette While You BANISH NAGGING BACHACHE

Look and feel years younger! Lady Anantone Belt gives pencil line slimness and instant relief from bachache. Wonder-working Sacro-Guard designed by doctors feels like strong hands supporting your whole body, yet never gives that stuffed-in-girdle-feeling. Relaxes cramped, tired muscles, improves posture, provides new freedom and vitality while it slims your tummy. Preshaped elasticized fabric. State hip and waist size. DA 7783. **\$4.98**

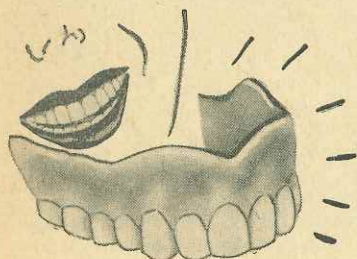
In 30 Minutes New Curl Cap SETS DRY "PIN CURLS"

It's easy—just pin up your hair as usual, but don't wet it. Then dip Curl Cap in warm water, remove excess water and tie on. In 15 minutes take cap off; 15 minutes later remove pins and comb your curls—they're dry. Contains special activator which acts as setting for lotion. Use over and over! A 5280. **\$1.00**



What Heavenly Relief! "GOODBYE" ACHING FEET

Just soak your feet in this marvelous new medicinal solution and help corns, callouses and itchiness disappear. Wonderful for tired feet after a day of walking or standing. Especially recommended for Athlete's Foot or Ringworm. Help end your foot troubles with Miracle Brand Foot Bath. A 4420. **\$1.00**



Reline Teeth as Dentists Do!

New "Firma-Teeth" gives dental plates more hold-in power! Used by dentists everywhere, it molds itself to exact contour of plate and gums... cushions and insures perfect fit. ONE APPLICATION LASTS YEARS! Pleasant tasting and comfortable, amazing new formula enables you to eat anything. For full or partial plates. A 7737. **\$2.00**



Make Your Blouse "Stay Put"

New invisible aid gives you that neat, well-groomed look... gives your figure new beauty, your clothes new flare, yourself new poise. Skirt and Blouse Tender keeps blouse inside skirt and slacks—completely stops skirt "walk around". Reach, dance, engage in sports with absolute freedom. Cut to size; wear with any outfit. Washable. A 4434. **\$1.50**



Shampoo Without Water or Rinsing!

A complete hair bath—BUT... NO water—hot or cold... NO rinsing... NO moving from chair to basin... NO soap irritation to the eyes... NO destruction of the hair's natural oil balance! Just spray on—wipe suds off. New dry shampoo leaves hair cleaner than clean. Perfect for children. Protects against Colds. A 6459, 8 oz. **\$1.00**



Remove Corns, Callouses...

... quickly and easily! New medically formulated Corn Stick let's you enjoy happy feet again. Just apply it like lipstick and instantly relieve painful corns and callouses. You'll feel you're walking on air. One application usually works wonders. In handy to carry stick form; nothing to evaporate, no messy salves. A 8157. **\$1.00**



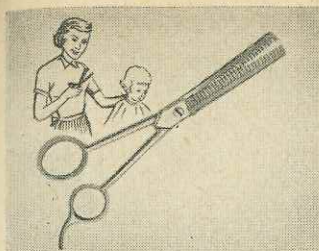
Which Glamorous Hairdo Suits You?

See yourself in the latest Hollywood Hair Styles... try on a glamorous new personality as you would a hat! 32 cut-outs in vivid color created by Hollywood's leading stylists. Choose not only a hairdo, but also the color that suits you best. Whether you do your own hair, or have it done... **don't take a chance—know in advance!** A 7707, 32 Styles. **\$1.00**



Painlessly Removes Cuticles

Professional manicures at home... in just 5 minutes! Miracle Remover quickly, gently removes dead, surplus cuticle while you relax. Simply apply over nails and cuticle and wash off... no cutting, no tender nail rims. Notice how smart and trim nails look. As easy as washing your hands; longer lasting than expensive manicures. A 6916. **\$1.00**

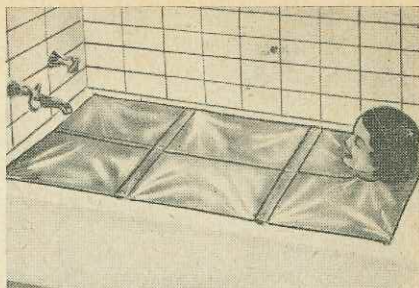


**Professional Thinning Shears
KEEP ALL THE FAMILY NEAT**
Impart whisper softness and willing obedience to thick, hard-to-manage hair. Easy-to-use precision made thinning shears keeps the whole family looking well groomed, neat and sparkling—minimizes trips to the barber shop. Swell for children's tangled, bunchy hair. Steel. 7½" long. A 7785 . . . \$2.95



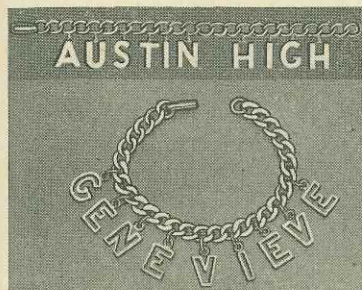
**No Pinching! No Cutting!
COMFORT FOR CORSETS**

For the first time in 5000 years . . . relief from cutting, pinching corset bones and zipper irritation. "Boneze" makes a corset so comfortable you hardly know you have it on. Foam rubber cushions clip where you want them. Leaves you free, relaxed. Won't bulge, show through. A 7129, Set of 2 pair. . . \$1.00



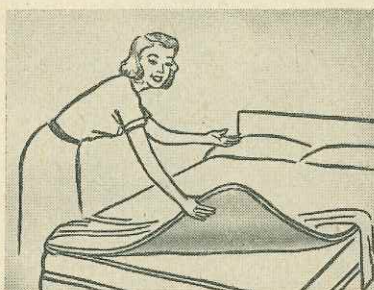
**Opens Pores, Relaxes Muscles and Nerves
INVIGORATING HOME STEAM BATH**

Enjoy a real steam bath—a luxurious health spa—in your own home. No more bother than taking a bath but so much more beneficial. Simply draw your bath, put Steam-O-Bath Cover on tub, and press suction cups in place. Then step in and zip closed. Instantly the steam goes to work—clogged pores open, muscles and nerves relax. No long, expensive trips for professional services. Ideal for the overweight and invalids. A 7715 . . . \$2.98



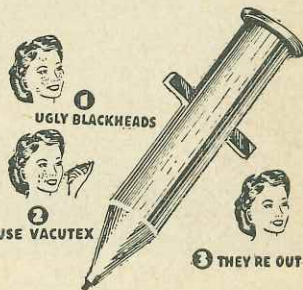
Personalized Charm Bracelet

Head the class with this stunning charm bracelet, rage of the saddle shoe set! "Charms" spell out your name, school, class, sorority, boyfriend, gags—in fact, whatever you wish up to 13 letters! Wear it to class, on dates, for the gang to admire! Expensive-looking, NON-TARNISH gold-color finish. Link chain; safety catch. DA6365 \$1.00



Sleep in Comfort—On Miracle Foam

Rejuvenate your old, bumpy mattress with this 100% Miracle Foam Pad. Converts hard, lumpy inner springs into a smooth, luxurious foam mattress. Odorless and sanitary, it covers buttons and wrinkles. Tear resistant. Washable. In reuseable plastic pillow case. Regular \$10.95 and \$8.50 values. SA 6418, Full Bed Size. . \$8.95 SA 6419, Twin Bed Size. . . . \$5.95



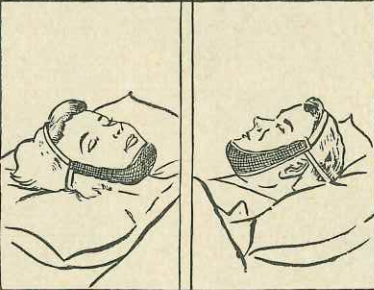
Remove Blackheads Automatically

Here's scientific, hygienic skin care! Embarrassing blackheads are now removed IN SECONDS, with Automatic Vacutex Extractor. Get rid of infectious pins, spoons, etc. Creates a gentle vacuum around the blackhead and cleans out even hard-to-reach places in a hurry. Safe. Sanitary. So simple to use. Swell for men or women! A 4374 . . . \$1.00



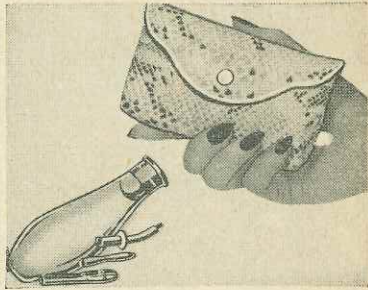
For Smooth, Lovely Shoulders

Every woman knows of unsightly, painful creases caused by bra straps cutting into tender shoulders. Bra-Keeps ease the tension; let nature erase the old creases. Stops bra and slip straps slipping off shoulders—keeps you comfortable day or night. Wafer thin, no snaps or bulges. A 6583, Pink; A 6584, White; A 6585, Black. Pair \$1.00



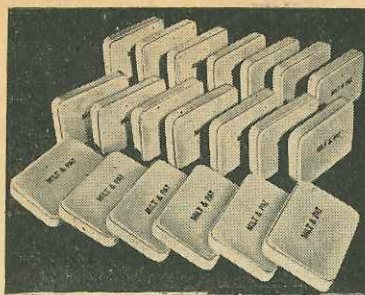
Stop Snoring

A simple device, specially designed to BREAK the snoring habit! It fits so comfortably you won't know you're wearing it—yet is firm enough to hold jaw muscles and help to correct harsh snoring and sleep talking. Elasticised to slip on, it insures sound, silent sleep. Men and women can now sleep peacefully again. Will not interfere with sleep. A 7076 \$2.50



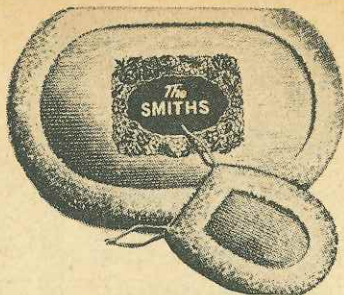
Shy Fountain Syringe

A convenient, compact kit . . . so suitable for home or travel use. Shy Fountain Syringe is no longer than a cosmetic case—yet holds up to two quarts. So easy to use—no hose, no bulbs—correct pressure is supplied by contraction of live rubber bag. Dainty reptile-grained plastic case stores in drawer, travel-case. JA 6572, Complete kit. \$3.95



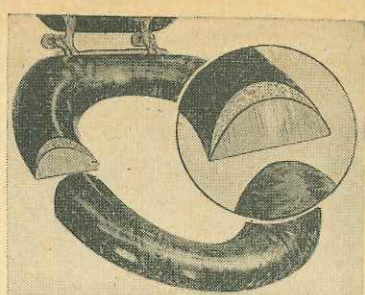
20 Cakes Personalized Soap

Baby-smooth pure castile soap—personalized with any lettering you desire—adds custom-made charm to your bathroom. Use two first names, a family name, or a monogram. 20 white cakes have clear block lettering in handsome black type, **WON'T WASH OFF** until completely used. Each $2\frac{1}{2}'' \times 1\frac{3}{4}''$. DA 8524, 20 Cakes **\$2.95**



Personalized Bath Mat Set

Charming "Home Sweet Home" touch! Soft, deep, luxurious white cotton chenille, in a generous $21'' \times 31''$ size Bath Mat with matching Lid Cover. On the mat we'll put your family name and surround it with a gay, multi-colored floral design. Gives your home a new "lift". Specify family name to 12 letters, two first names or 3 initials. DA 314, Set **\$4.98**



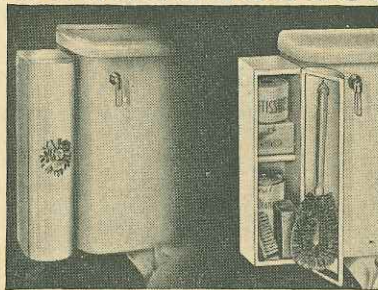
Softee-Seat for Bathroom Comfort

Air cushioned luxury . . . plus new found glamour for your bathroom! Softee-Seat is an air cushioned pad of triple-density foam rubber, encased in Mother of Pearl design vinyl that will not chip, peel or crack. Never cold to touch; cleans with a damp cloth. In your choice of white, black, red, green, blue, yellow or pink. DA 7726 . . . **\$11.95**



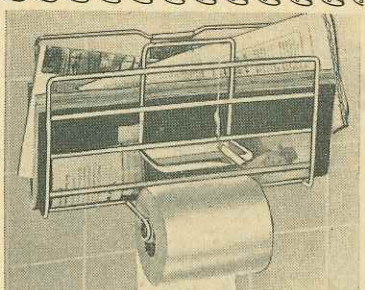
No Nails! No Screws! THIS IS A STICK UP SHELF

Just moisten and stick 'em up. Modern, polystyrene utility shelf is a charmer in bathroom or over stove or sink. Eliminates locating hidden studs—installs at any height. Deep $\frac{1}{4}''$ ridge prevents falling articles. Fashionable in living or bedroom; ideal in kitchen. $15'' \times 4''$. A 6756, White; A 6757, Pink; A 6758, Black. Each **\$1.00**



Hide Unsightly Bathroom Necessities BATHROOM "COVER-UP"

Get those unsightly bathroom necessities out of the way into this beautifully compact Cover-Up! Stands on floor, hangs on wall or hooks on either side of tank. Perfect hide-away for scouring powder, toilet tissue, soap, cloths, etc. Attractive white enamel steel. With plastic bowl brush and 2 tank brackets. Two compartments. $15\frac{1}{2}''$. A 2148 . . . **\$3.49**



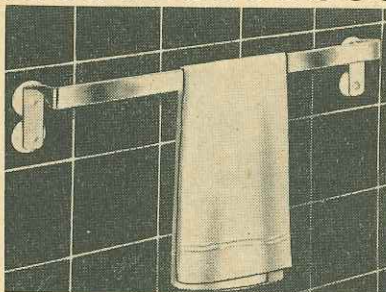
Bathroom Caddy ENDS BATHROOM CLUTTER

Does your bathroom look like it's been hit by a hurricane? Keep it neat and tidy with this decorative newspaper magazine rack that has a built-in ash tray and tissue dispenser. Reading matter's always at your fingertips. Chrome finish steel with adhesive attaching bracket that stays on any surface without damage. $12\frac{1}{2}''$. A 1745 . . . **\$2.98**



Shu-Freshener Deodorizers

Slip these wonder-working pads into your shoes—they work as you sleep. All moisture is absorbed from foot perspiration and completely deodorizes, leaving a delicate scent to enhance your shoes. Contains chlorophyll. Wonderful for drying wet shoes, rubber galoshes. For any shoes. Lasts indefinitely. A 5636, Pair . . . **\$1.50**



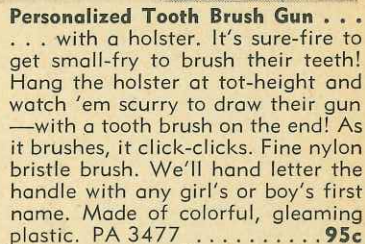
Best By Towel Bar

X-Tra Bar . . . It's portable! You can put it up whenever and wherever you need it. Serves you well when increased towel space is needed. Put up in a jiffy at any height for children or for dish towels. No screws or nails necessary—4 powerful suction cups grip on any smooth surface firmly. Solid aluminum, $18''$ bar with chrome-like finish. A 6496 . . . **\$1.50**



At Last . . . A Proven Tile Cleaner

Ever wonder what your ceramic tile really looks like. You can't tell until you've tried TILO. A scientific formula, it cleans and brings back the original color and luster to ceramic tile. Tilo makes even hard-to-clean mortar margins sparkle; quickly removes fungi, soap scum, rust stains, etc. Sanitizes toilet, sinks, too. A 6523, Pint . . . **\$1.25**

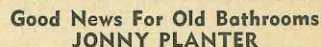


A shoe valet! Sleek chrome steel racks each neatly holds 3 pairs of any kind of shoes. Keeps closets clean, tidy. Easily installed with 2 screws on wall or door. It is easy to see the pair you want to wear. Each rack 2 ft. wide, 7" high. Real space savers. Rustproof.

A 3926, Each rack **98c**
A 3927, Set of Three **\$2.75**

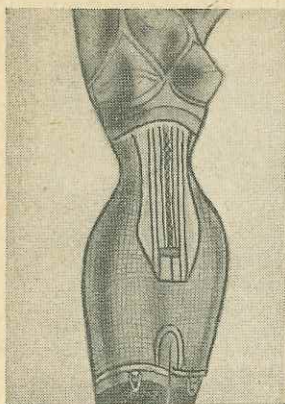


Your guests will double up with laughter at these mirth-provoking lid covers! Rich royal satin in red and blue, easily slips on all standard lids. **A 6930** pictures plumbing "that used to be" on top side, 2 silly canines contemplating fire hydrant on other **\$1.50** **A 8580** majestically proclaims "For Your Highness"—flip the lid—it reveals an old fashioned outhouse **\$2.50**



The newest idea in decorating — newest in toilet fixtures since the elimination of the outhouse. The Jonny Planter is a self-watering decorative planter designed to replace the old porcelain lid. White molded lid with deep planting area comes with adapter to fit any tank. Helps keep the bathroom neater, the air fresher. SA 6557... **\$4.95**

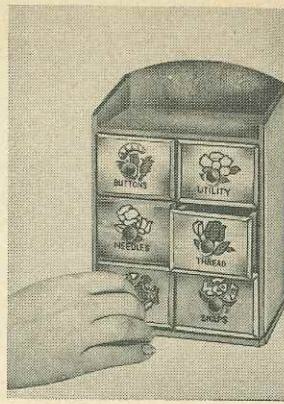




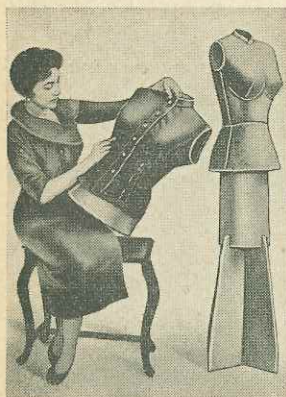
**Wear 2 Sizes Slimmer!
French Figure Reducer**
Instantly you wear 2 sizes slimmer — or money back! Superbly made power elastic girdle that whittles inches from waist, hips and thighs. Molds your figure into slimmer, more curvaceous lines! Lose pounds... Magic Panel adjusts girdle to size! Nude, white, or blue. Regular girdle or panty style. Size according to waist measurement, 25 to 46. DA 8677...\$4.98 Crotches, DA 8678...49c

"Stitch In Time" Sewing Cabinet

Old world flavor is incorporated in this imported Sewing Accessory Cabinet. 6 drawers hold loads of needles, pins, thread, buttons and utility articles. Top makes a handy shelf for "work in progress" items. Beautifully finished hardwood with each drawer flourishing a gay, hand-painted floral design. Stands 8½" high and 6" wide. Lovely as a gift. A 7947\$1.95



Adjustable Dress Form



Life-sized form is made of flexible material you can adjust smaller or larger no matter how much weight you gain or lose! Sew, alter, re-model dresses, blouses, jackets, skirts, etc. Pin on pattern — see at a glance how your creation will look. Usable in sections so you sit while pinning, hemming, altering. Folds flat. Send bust, hip, and waist measurements for size. DA 5273...\$3.98

Hang This Catch-All In Your Basement...

... and eliminate laundry mess! Just throw clothes down chute and Basement Butler carries 4 bushels — a normal week's wash for you. Zipper at side of this convenient hanging hamper lets you quickly, easily unload contents into wash machine. Sheerest garments are safe in a snag-proof washable denim container. Takes no floor space. Easily, quickly installed. A 6963...\$2.98



Hooded Baby Bath Blanket



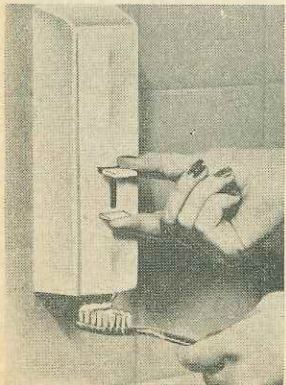
Baby need never come down with a cold after a bath if you have this jumbo-sized blanket. Made of soft, plushy, super absorbent snowy white terry cloth, it completely covers him (or her) from head to toe. Generous hood in one corner fits any baby. Babies love it — mothers, too. Washes so easily, wears so well. 36" x 36". An ideal gift. A 5473...\$2.29

Spiral Earring Tree

Who said earrings don't grow on trees? Well, maybe they don't, but they sure look neat and natural on this one. Glittering, clear lucite with 3 big branches to hold all your earrings. Keeps them paired; always ready to wear. Ends bothersome hunting for the pair that got lost "some place." Adds a decorative touch to your dressing table. 4" tall. A 6224\$1.00



Automatic Toothpaste Dispenser

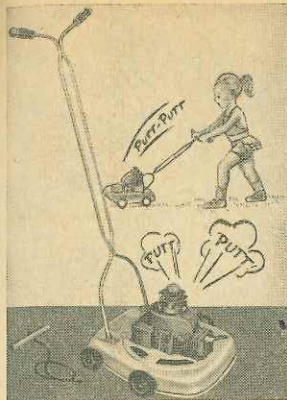


Here's the happy solution to lost caps and squeezed-in-the-middle leaky, messy tubes! Just insert any size tube of toothpaste into Denta-Matic, press the trigger and presto!...a perfect brush length of ribbon every time. Completely empties the tube — uses every ounce. Swell for Dad's shaving cream, too. Mounts in seconds without screws or nails, on any wall. A 5114\$1.98

Relax-in-Safety Bathtub Seat

Safety and comfort while you take a refreshing bath! Down-right perfect for washing legs or soaking feet. Prevents bathtub accidents, tumbles. Ingenious wedge-type design fits any tub of any width. Adjustable end flaps permit placing at any desired height. Easily mounted, easily removed. White enamel steel — strong enough to hold the heaviest person. A 4470...\$4.95





Putt-Putt-Putting Rotary Lawn Mower

Watch small fry pull the starter cord and swell with pride as this junior size Rotary Lawn Mower starts its "putt-putt" motor. Just like Dad's in every detail, there will be no more "I want to do it". "I want a turn". Has harmless rotating "blades", and realistic "motor". Tubular steel handles, rubber grips, steel base and rubber wheels. 10" wide, 10½" long, 25" high. SA 8221... **\$2.98**



The Most Glamorous Float In The World

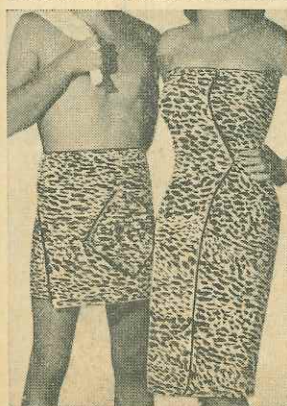
She's lovely, she's beautiful, she's engaged—in letting you know the fish are biting. Introducing "Miss Bobbie," guaranteed to make companions gape and "pikes peek"! Fishing was never so much fun as with this luscious mermaid bobbing at an attractive level. Perfectly balanced with quick keyhole-slot line fastener. Her lifelike colors catch the fish.

A 6883, 2 for... **98c**



Fishing Guide Weather Barometer

"No-Ketch-Um Tom" keeps his "weather-eye" on his barometer! It tells him the weather and whether to "get out the Poker Deck" (Rain's ahead). If there's "Fair Fishing" (we're due for a change), or it will be "Good Fishing" (fair weather a-comin'). Use as paperweight. 5" high. Colorful wood grain ceramic. The perfect gag-gift for all fishermen. A 3485... **\$1.25**



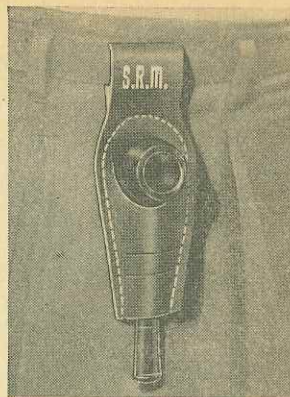
Jungle Madness —In White Leopard

This "cover-up" brings out the primitive with its exciting new white leopard treatment. Perfect after bath for that dash to phone or lounging. Washable white terry with leopard design. **Wrap-Sarong** is shaped and fitted, buttons on in a jiffy. Fits any gal in 3 sizes: sm., med., or lg. A 6454... **\$4.95** **Wrap-Around** fits any "He-Man". Large pocket holds toilet articles, etc. A 6455... **\$3.95**

Let Him Enjoy His Pipe!

Now men can carry their pipe away from home or office without fear of bulging well-tailored suits. Brown saddle leather holster is the **smart** way for hunting, traveling or everyday use. Holds any pipe and fits any belt or suspenders. And remember, a pipe in the pocket is dangerous. Monogrammed with your favorite pipe smoker's initials.

PA 7222... **\$1.30**



Personalized Lighted Hitching Post

Traditional symbol of Southern hospitality! Authentically reproduced in exacting detail, scale model of an Antique Hitching Post it has your family name proudly displayed. Lantern he holds actually lights... place it in window, on porch, lawn to dress up the front of your house. Or use it in picture windows, etc. Of aluminum castings in full color. 12" high.

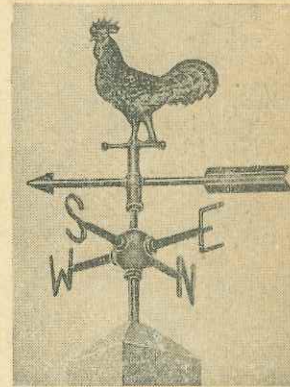
PA 7986, Only... **\$10.95**



Cock O' The Walk Weather Vane

Now, the old fashioned weather vane is tailor-made to bring a modern, country club decor to your home. Handsome bantam rooster tells wind strength and direction as he whirls atop fence post, roof, garage, bird house—or even dog house. A jaunty and charming lawn or garden ornament in hand decorated black metal casting 9" high.

A 6968... **\$1.50**



Portable Bird Bath

Let this beautiful Bird Bath grace your lawn; our fine feathered friends will thank you! Completely portable, place it wherever you want, move it later. Perfect in center of flowerbed. Scrolled base is attractive green wrought iron. Bowl is slip-proof, rust proof porcelain enamel—16" across, 36" high. Simply insert into ground to enhance beauty of garden. SA 4384... **\$4.95**



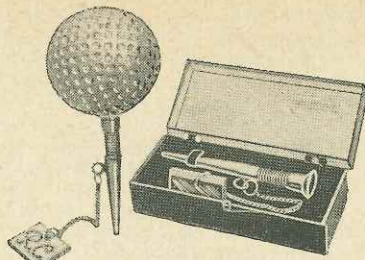
Cat's eye DRIVEWAY MARKERS



Outline Your Driveway For Safety! COLORFUL TULIP REFLECTORS

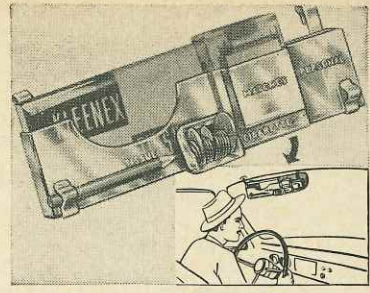
Decorative and practical, these Tulip Markers reflect in the faintest light rays to guide you to garage or parking area. Scientifically developed, red tulips reflect from both sides . . . saves lawns, bushes, flower-beds from damage. Heavy gauge rust-resistant steel with pegged stakes. 14" tall.

A 8571, Set of four, Only . . . \$1.00



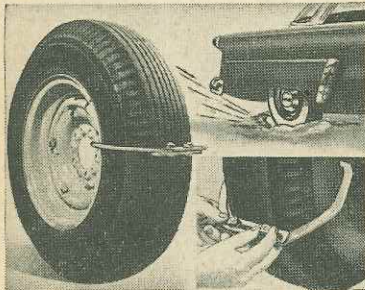
Spring Body Bends With Stroke PERSONALIZED GOLF TEE

Stop searching for lost tees! Soft brass tee has flexible spring body which bends with your swing . . . 90° in any direction. Returns upright automatically. Helps end slicing — insures longer, straighter drives. Initialed drag-tag makes it personally yours, prevents loss. Used by many pros. Plastic case ideal for carrying. DA 8422, each . . . \$1.00



Cigarettes? Tissue? Coins? CARRY-ALL VISOR CLIPPER

No more fumbling in pockets or glove compartment! Now, everything you need—no farther than your visor. Visor Clipper holds everything — tissues, cigarettes, matches, pencil, paper, personal gadgets. There's even a coin saddle for loose change for toll gates, etc. It's all at your fingertips, ready for use. A 2248 . . . \$1.00



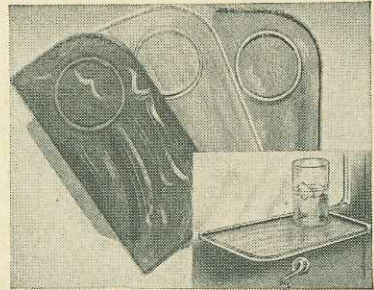
Why Call A Tow Truck?

No waiting to be pushed, pulled or towed. Slap on Jiffy Snow 'N Ice Grips . . . and away we go! Just tighten 2 nuts—and they're on. Forget the blood, sweat and profanity. Can't slip—works on slickest ice, snow or mud. No heavy chains or jack needed. Easy to install even for women without tools. Expands to fit any tire. A 7261, Pair. \$6.95



Perpetual Motion Lawn Ornament

Miss Pump-Kin pumps and pumps when the wind blows . . . yet the magic tank never overflows! Friends are mystified when they see no outside water source. Where does the water come from? Where does it go? No connection necessary. She's the sweetheart of lawn or garden in colorful, weather-proof plastic. Installs easily. 20" high. A 6831 \$2.98



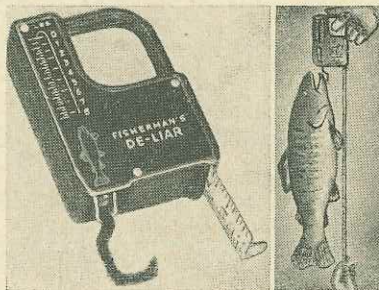
Car Window Trays

A year 'round special! Have Cokes, snacks, sandwiches in your own car without juggling dishes and glasses. Nifty Car Trays fit easily, firmly into any window channel. Has special inset to hold drinks without spilling —saves your upholstery. Useful as a car writing desk, too. Sturdy, colorful plastic harmonizes with any car. 8 1/4" x 4". A 3709, 3 for. 89c



Chillbreaker Weighs Only 7 oz. KEEPS YOU WARM

Let wintry blasts blow . . . you'll be warm as Santa's heart! Double insulated between 2 layers of double-stitched nylon, it lets you bend, work, play in light-as-air comfort. Gives protection to back, chest, abdomen, equal to several bulky sweaters or jackets. Washable. For men or women. One size fits all. Tan and red reversible. A 7303. \$7.95



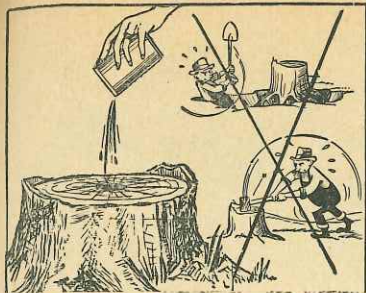
Calling All Insulted Fishermen! FISHERMAN'S DE-LIAR

He'll love you for this! Now measure and weigh that "big one" . . . right on the spot—no more "fish stories"! Contains spring scale weighing up to 8 lbs. and flexible steel slip-out rule measuring up to 25". Pocket size, metal case is only 2 1/4" x 1 1/2". Steel folding lip-hook holds your beauty. JA 340 . . . \$2.00
JA 341, 28 lb., 42" size . . . \$2.50



Car Chrome Rusted And Pitted? AMAZING NU-CHROME

The closest approach yet to an actual chrome finish. Nu-Chrome brushes or sprays a dazzling new surface on auto bumpers or trim, metal furniture, radiators, appliances — any worn, rusted or pitted part. Obtains more lasting results and truly "outshines" any ordinary aluminum paint. A 7995, 4 ounces . . . \$1.00



Don't Dig! Don't Chop! Don't Blast! MAGIC STUMP REMOVER

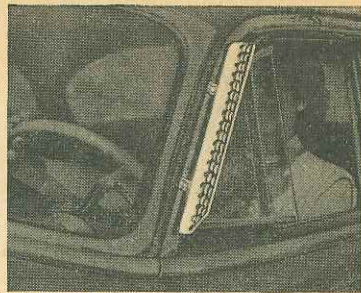
If there's a tree stump holding up progress around your home or farm, remove it like magic. Simply drill holes, pour into stump. Amazing action eats open sap pores; rots stump away. Once decomposed, removal is fast, easy. Not harmful to surrounding vegetation.

A 4489, for 1-2 stumps.... **\$1.50**
A 8508, for 3-4 stumps.... **\$2.79**



No Scraping! No Numbed Fingers! NO FROSTED, ICED WINDSHIELDS

No matter how bad the storm—ice and snow can never stick to your windshield! Specially treated plastic sheet goes on in 5 seconds... shake it off and window is clean. Keeps vision clear and can never clog—prevents accidents. Completely theft-proof—only you can take it off.
A 6135, Ordinary windshields... **79c**
A 7398, Curved windshields... **\$1.29**



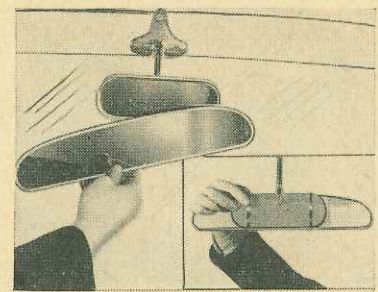
Wind Silencers End Wind Roar ENJOY QUIETEST RIDE EVER

Sparkling polished chrome Wind Silencer frees drivers from annoying, nerve wracking wind roar and whistle... practically sound-proofs your car. Snap on a pair in front of the no-draft windows and converse, listen to radio, relax in living-room comfort—with windows wide open. Ends strain; does not impede vision.
A 6791, Pair **\$2.98**



Map Measurer, Compass, Pencil

For your favorite driver! A precision instrument that you roll over the lines of any map and Presto!—the exact trip mileage. Tiny wheel at base rolls along map and miles are recorded on dial. Use for measuring distance on blueprints, graphs, too. Reverse side has magnetic compass and attached is a mechanical pencil. JA 3502 **\$1.98**



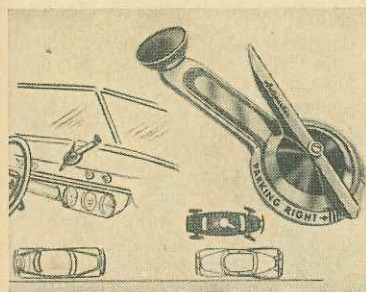
See-All Panoramic Rear-View Mirror

Don't let your name become a statistic! New Panoramic Mirror lets you see **all** the action behind and alongside your car. Cuts "blind spots", more than doubles your rear vision. 13½" long, clips on all auto mirrors.
A 8019 **\$1.49**
A 8020, Same as above but flip of your finger and glare mechanism dims headlight glare **\$1.98**



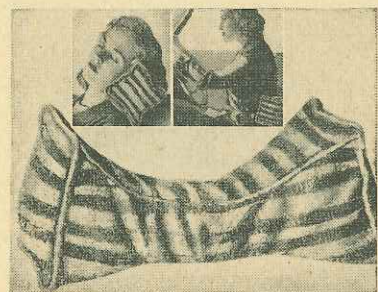
Batteryless Flashlight

It always lights! You'll never worry again about flashlight batteries going dead in an emergency! A bright, wide angle beam is produced from a dynamo operated by pressing lever on top. No batteries to buy or replace; nothing to go "out" when you need it. Small size, perfect for pocket or glove compartment.
JA 5237 **\$4.95**



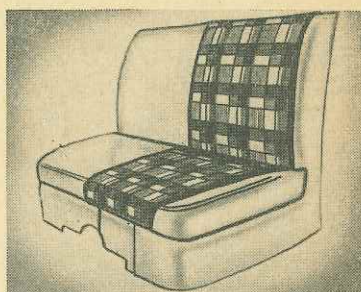
Autoparker Helps You Park WITHOUT DENTING FENDERS

Autoparker helps you park your car the first time, everytime! Amaze your friends with snug curb parking. No more twisting, squirming or wearing yourself out. Non-electrical, no holes to drill. Easily attached to windshield by suction cup, it tells when to turn the wheels. Gives new drivers confidence, old drivers assurance. A 5723 **\$1.00**



Adjusts To Individual Contours COMFORT CUSHION

Relax in comfort while traveling, resting, or watching TV. Comfort Cushion is scientifically designed in the center to adjust to individual contours. Ends road vibration and stiff necks while in car—ideal for napping. Prevents TV "cramps." Made of quality fabric filled with soft, allergy free, shredded foam rubber.
A 5685 **\$2.95**



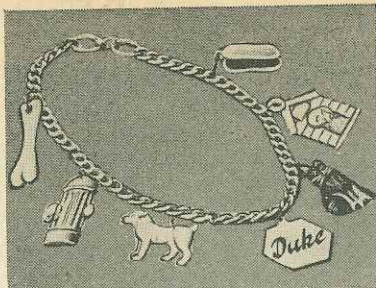
Sectional Seat Covers COVER BADLY WORN SPOTS

Ingenious sections prevent wear and tear without having to buy expensive covers! Perfect for driver's seat. Made of fibre and plastic that's cool in summer, comfortable in winter. Quickly installed with elastic grips. For household furniture, too. Red, green or blue.
A 5693, Each **\$1.95**
A 5694, Set of 2 **\$3.75**



No More "Dog Accidents"

No need to take Fido out on damp chilly mornings or awaken early to harken to his needs! Amazing scientific compound house-breaks your pet for you! Just pour 2 drops on any newspaper, mat or spot desired. Fido is drawn like a magnet, everytime. Now, furniture, rugs, floors are completely protected. A 3739 **\$2.00**



This Is Your Life, Fido And Tabby

Why, darlings, didn't you know? All the fashionable pets are wearing these new collars! Engraved with your pet's name on a golden hued disc, the Charm Collar marks significant happenings in his daily life.

For Dogs with a bone, fire hydrant, house, etc. PA 8670, Small; PA 8671, Medium; PA 8672, Large. Each **\$1.50**
For Cats. Has mice, etc. PA 8673 **\$1.50**



Catnip "Kaper-Karpet"

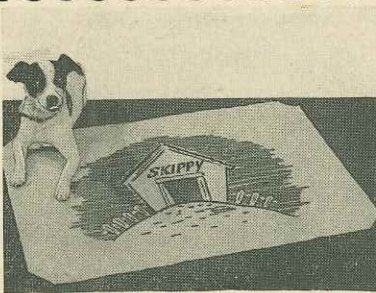
Fine quality soft carpeting with zipper pocket. Bound with matching overlock serging, it is liberally treated with the purest fine quality catnip. Cats just love it! They roll—they sleep—they scratch—they practically make it their home! Think of the savings on rugs and furniture! Makes Kitty's life the "cat's meow!" A 5421 **\$2.00**



EZ-Fil Bird Feeder

AUTOMATIC BIRD RESTAURANT

Birds will love you for this! Hang it outside on tree limb or porch—circular feeding area attracts 'em. Transparent center well holds big supply of seeds fed automatically as it's consumed by our feathered friends. Conveniently filled through opening in roof. Colorful plastic, constructed to weather bad storms. 7" diameter. A 3623 **\$1.25**



Saves Rugs And Furniture PERSONALIZED DOG MATS

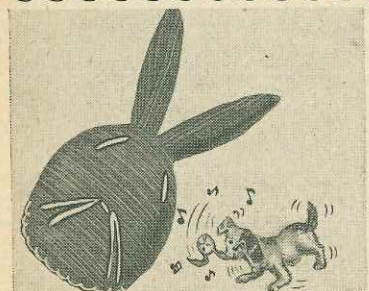
Dogs (like people) like to have a home of their own! that's why your dog will appreciate a Pet Mat—a heavy gauge virgin vinyl mat with HIS name hand-painted in attractive red to match the doghouse. Perfect for resting, sleeping. Helps keep dogs off furniture. Specify dog's name.

PA 8521, 18" x 27" **\$1.50**
PA 8522, 27" x 36" **\$1.95**



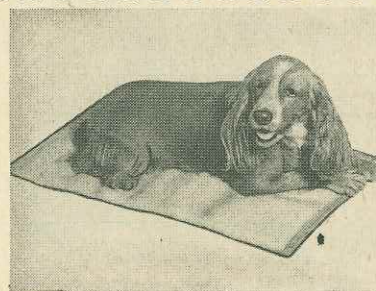
Flea-Gard Attaches To Collar KEEPS YOUR DOG "FLEA FREE"

"I'm as happy as a pooch can be... 'Cause I ain't got no fleas on me!" DON'T let Fido be a flea circus... and DON'T cover him with messy powders and sprays. "Flea-Gard" radiates "flea-tection" from ONE spot—odorless chemical vapor is absorbed by ALL his fur. Attaches to collar, instantly dooms fleas, ticks and lice. A 8141 **\$1.00**



Rabbit-Toy For Your Pet

It's love at first sight when you give your pet this toy that's stuffed and scented to make it seem like a real rabbit. They tug it, chase it, roll it, play with it hour after hour. Inside is a squeaker to add to the excitement. Made of durable, cleverly embroidered cloth that lasts and lasts. He'll love it Christmas morning. A 5185 **\$1.00**



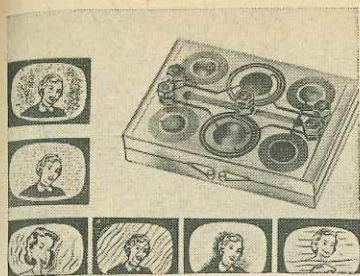
No More Fleas For Fido

Rid your dog of fleas, nits, ticks, etc. without messy powder or baths; without bothering you. Just let your pet sleep on scientifically treated Flea-No-Mat and his pest problems are over. No powders; no shampoos; no trips to the vet for baths. Ends offensive odors. Of specially manufactured mesh, A 5180, 15" x 28" **\$3.95**
A 5181, 28" x 36" **\$4.95**



Stop Dog and Cat Damage

One sniff and away they run! Stop dog and cat damage the new, quick, super-effective way with Dog Wicks. Hang one on shrub or branch and say goodbye to overturned garbage pails, ruined flower beds, uprooted shrubbery, scratched furniture. Safe, harmless—yet, trains your pet or the neighbor's almost instantly. A 8145, 20 for **\$1.00**



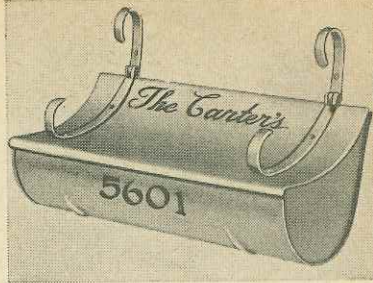
Stop TV Interference

Enjoy "movie-clear" reception, now! Eliminates jumpy, distorted pictures, streaks, ghosts, snow and lines. Amazing new device electronically traps interference caused by passing autos, power lines, appliances, other TV sets, motors, etc. Perfect reception without wavy lines or distortion. Install in minutes. A 7523\$2.98



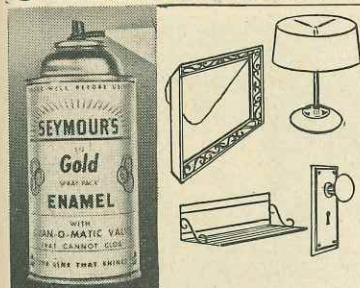
Replace-Repair Windows Yourself!

Keep out cold wintry winds, snow! Sensational new kit has all you'll need for expert glazing job. Putty tube never dries or hardens—squeezes out in joint-fitting shape—won't deteriorate. Glazier's points push into sash easily, no hammering. Knife has spring steel blade, hardwood handle for long sturdy service. A 8387, Complete Kit.....89¢



Personalized Jumbo Mail Box

Your family name and house number GLOWS in the dark on the lid of this jumbo-sized Mail Box! Distinctively styled for today's modern living, its huge size holds anything from ordinary letters to small parcels and large magazines. Everything's easily inserted and removed. Quickly installed. Weatherproofed hammered bronze. PA 4469 \$5.95



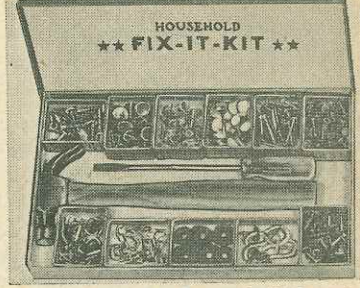
Spray In Gold, Black or White FOR DECORATIVE RETOUCHING

Retouching was never so easy! Just press the clog-proof button and transform furniture, appliances, picture frames, etc., into brand new smartness. No messy brushes—quality, hard surface enamel sprays on with practically no effort—gives a professional finish. A 6650, Gold; A 7798, Black; A 7799, White; Each\$1.25



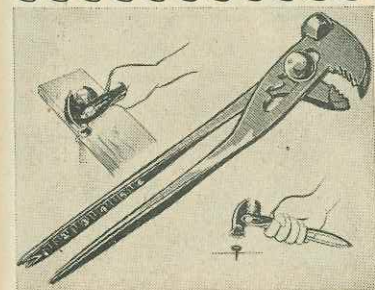
New! Scientific Window Spray Cleans PREVENTS STEAMED WINDOWS

With a touch of your finger windows gleam with sunny brightness—become magically steam-proofed—even when cooking or baking! One application prevents fogging for months—keeps car windshields from clouding when windows are closed; mirrors from steaming or sweating. Convenient squeeze bottle won't break, leak or spill. A 8390..\$1.00



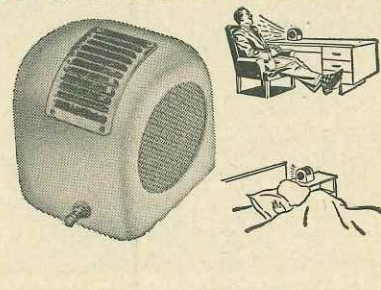
Everything For Household Repairs HOUSEHOLD FIX-IT KIT

No running out of repair supplies or to the store. Handy Household Kit has everything needed for household repair jobs. Removable trays contain tacks, nails, brads, screws (in assorted sizes), wire and insulated staples, nails, water washers and cup hooks. Plus a quality hammer and screwdriver. Carrying case. A 3285\$1.50



Eleven Tools in One

A complete workshop all in one tool! It's a hammer, nail puller, wire puller, screw driver, stretcher, staple puller, pipe wrench, monkey wrench, tack puller, cap remover and pinch bar. Will do just about every repair job around the house. Precision machined chrome steel. 12½" long. For house and car emergencies. A 3061\$4.95



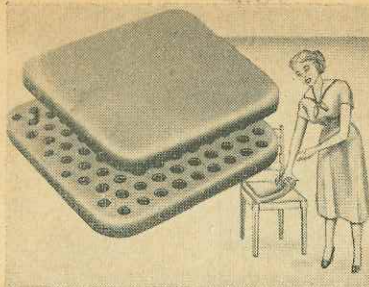
Personal Air Circulator

Every day is cool and refreshing! Enjoy "close-up" comfort of a gentle breeze exactly where you want it. New Air Circulator removes hot, stale air—keeps room as fresh as a seaside resort. No gale-like wind, no drafts, no mussed hair, no dangerous blades! Extremely quiet—motor mounted in rubber. JA 7902, Ivory; JA 7903, Walnut. Each\$13.75



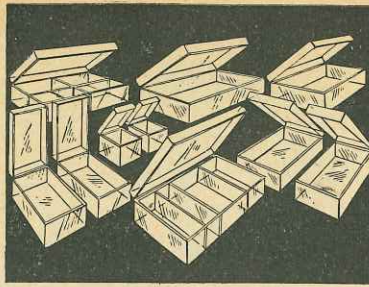
Life-Saver For Septic Tanks

No more clogging, pumping, costly cleaning or unsanitary odors! Septic Aide's bacterial action helps keep septic tanks and drainfields working properly. Speedy new liquefier opens clogged drainfields—and keeps them open. Works on cess-pools, outdoor toilets, too. Easy to use, quick, effective. Six months supply. A 7405\$2.98



Decorator-Colored Foam Cushions LIKE SITTING ON A CLOUD

1000 relaxing uses! Put 'em on any hard chair, sit back . . . and enjoy the exhilarating softness. No need for covers—molded shapes and dazzling colors make them a dream as they are. Cut to fit. For the car, too. Washable. 14" x 15" x 1 1/8". A 6525, White; A 6526, Pink; A 6527, Blue; A 6528, Canary; A 6529, Green. Each. . . . \$1.59



Set of 10 "See Thru" Boxes STOP MISPLACED IT!

They'll bring order to home, office, shop! Wonderful set of 10 crystal-clear styron plastic boxes provides a home for everything. Have hinged lids, self locking snap catch. End looking for misplaced items. 10 sizes—from 3 compartments 8" x 3 3/4" x 1 1/2" to 1 1/8" x 1 1/8" x 5/8". For jewelry, pills, screws, stamps, buttons, etc. A 4478, All 10. . . . \$1.25



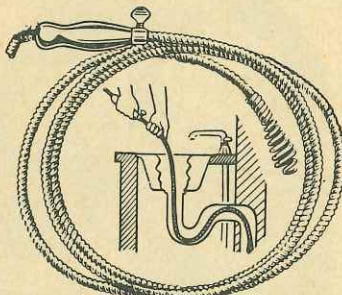
Never Can Find His Tools? PERSONALIZED TOOL TOTER

He's a handy man—and proves it by scattering tools from here to Timbuctoo! Cure your fumble-bum with this Steel Tool Toter, inscribed with HIS NAME. He'll love you for it! Now he can carry all his tools at once and store parts, tools and supplies. Easy-grip handle, lift out tray, enamel finish. 18" L x 8" H. PA 7342 \$2.98



Mend With Metal!

Plastic Aluminum spreads on like putty. Solders, seals, and repairs with no tools—no heat—no flame! Seal plumbing, furnaces, car parts, boats, etc. Metalize trays, glassware, baby shoes. Hardens into metal in a few hours, adhering permanently to ANY surface. Withstands intense heat and won't crack or peel. A 6942, 12 oz. . . . \$1.25



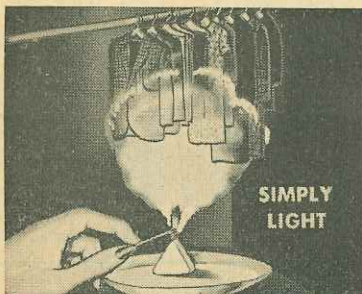
The Household Plumber's Friend

The expensive annoyance of clearing clogged drains is over! Professional type auger head passes easily through sinks and lavatory traps, completely ridding drains of all stoppage—hairpins, paper, cotton, hair, etc. Adjustable slide handle lets you use either end. One use pays for it—no waiting for expensive plumbers. A 7985 \$1.00



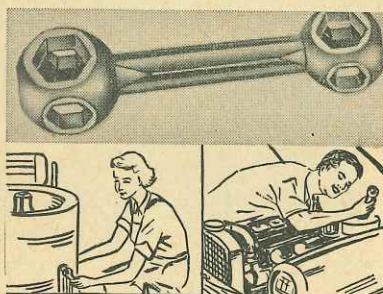
Magnetic "Magic" Dust Cloth

The newest aid in making housework a delightfully "clean" experience. Chemically treated "Black Magic" Cloth gathers in and holds dust, dirt and lint—leave furniture hospital clean. You'll dust less often, because dust is absorbed—not redistributed. No washing is necessary—just an occasional shake. A 5264, Set of 2. . . . \$1.00



Clean Out Moth Infested Closets TABLET KILLS MOTHS

Swift, lethal death to clothes-destroying moths and larvae who know no season. Moth Cloud penetrates the entire closet with a fine white mist . . . just light it and leave it. No flame, no fire hazard. No spray, no flakes, no electric gadgets. Odorless; will not stain clothing. Used by professional Exterminators. A 7744, 25 tablets. . . \$1.00



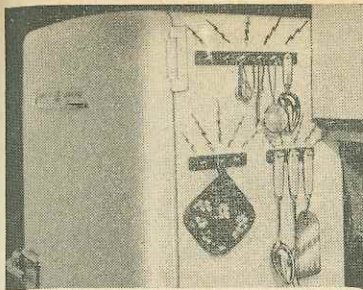
The Handiest Tool Ever Made 10-IN-1 DOG BONE WRENCH

Able to handle a million and one jobs effortlessly for it will fit almost all size nuts and bolts, squared or hexagon shaped for 1/4" to 3/4". A veritable tool box in one easy-to-use unit that's perfect for home, office, car, etc. No more looking for the "right-size" wrench—they're all right here. Steel. A 6857, Only 59c
A 8518, Set of 2. . . . 98c



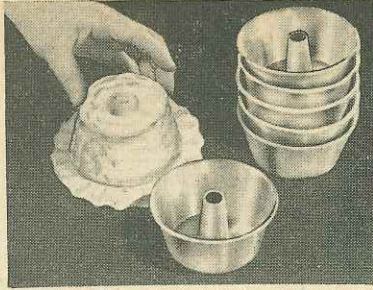
Transforms Any Broom To Clean HARD-TO-GET-AT CORNERS

A cleaning day time saver! So handy for reaching nooks, corners, and hard-to-get-at moldings. Just slip it over any house broom and you can dust walls, ceilings, behind bookcases, etc. No more falling off ladders! Of soft one-inch pile chenille, it washes beautifully. Tied securely on, it can't slip off. A 5271 \$1.00



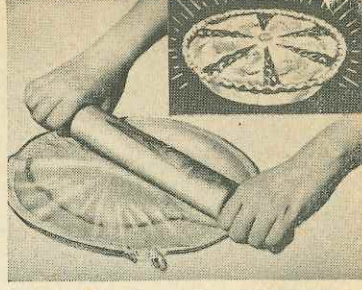
Magnetic Racks Won't Mar Walls KEEP KITCHEN TOOLS HANDY

The handiest helper ever! Just touch Refrig-O-Pegs against side of refrigerator, range, metal cabinets—powerful magnet holds it in place—and you have a place to hang your spatula, fork, towels, all your kitchen tools. Swell for garage or workshop to hold hammer, pliers. A 7908, 3 Peg Rack (6")... **\$1.25**
A 7909, 6 Peg Rack (11½") **\$2.00**



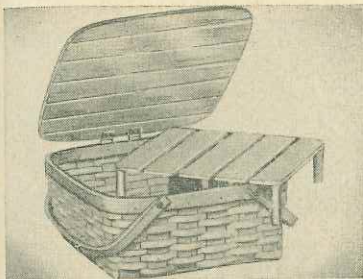
6 Little Angel Cake Pans MAKE MINIATURE CAKES

Serve each member of the family like a king! Turn out perfect miniature cakes—just right for individual servings. Give dinners a custom-made appearance. Mouths water, especially on festive occasions when you fill the center with ice cream or fruit. Fashion lovely gelatin desserts and salads, too. Heavy aluminum, 3⅝" wide, 1½" deep. A 6807, Set of 6. **\$1.00**



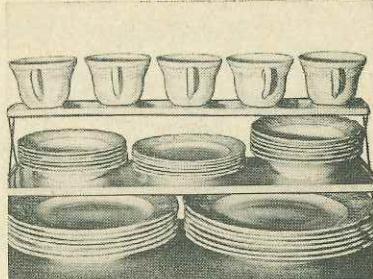
Trusty Crusty Makes Perfect Pies, INSURES PERFECT PIE CRUST

Here's the new, easy way to make pan-perfect pie crust in seconds! Drop in dough, zip Trusty Crusty closed... roll it a few times and have perfect crust—the right size for a 9" pan. No cutting, no wasted dough, no rolling pin to wash. Makes dough faster, neater; lifts into pan without mess or breaking. "See-thru" plastic. A 5881. **\$1.00**



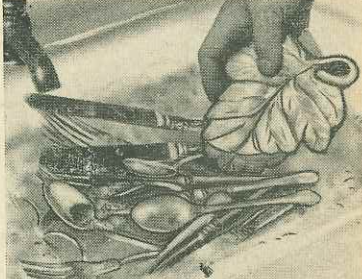
New England Pie Basket

The Pilgrims on the Mayflower could have used one of these. It's the perfect basket for carrying 2 pies safely in non-squash fashion—even lemon cream. Inside there's an ingenious stand, below which can be placed a whole meal, while the top you use for pastries. Ideal for bazaars, barbeques, etc. Durable woven-wood. SA 4382. **\$3.95**



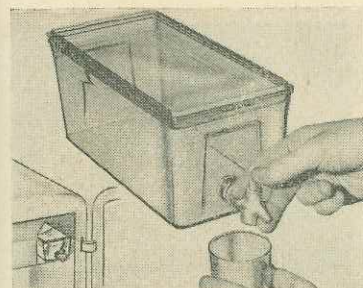
X-Tra Shelf Space Saver

Just like having an extra kitchen cabinet! Put X-Tra Shelf on your cabinet or pantry shelf and Presto!—have three shelves where there was only one. Uses "between shelf" space that formerly went to waste. Sturdy aluminum, with 2 step-back 20" shelves; ample room below for plates. Fine for canned goods, glassware, etc. Fold flat. A 5592. **\$2.00**



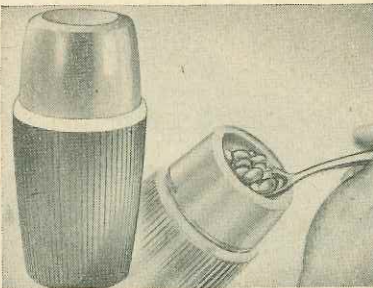
Cleans Silver Instantly

Magic in your dishpan! Put Silver Leaf in your dishwater and when you take out your silver—it's sparkling bright. It removes tarnish and shines the silver—no more harsh chemicals needed. Cleans deeply etched silver pieces, even gold and silver jewelry. Scientific Magic Leaf lasts indefinitely—to keep silver gleaming. A 4138. **\$1.00**



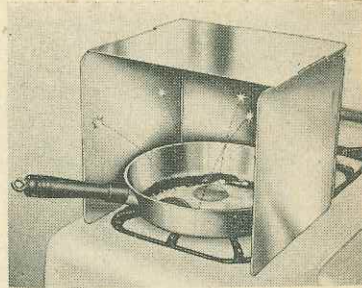
Refrigerator Dispenser Keeps All COLD DRINKS "ON TAP"

Keeps all drinks "on tap" in the refrigerator! Fill Tap-A-Glass with any beverage: water, juices—and have "always-cold" drinks ready at the touch of a finger. So wonderful to have on hot, muggy days. Of clear polystyrene, this tasteless, odorless "jug" holds a full gallon. Removable lid. Easy to fill—easy to clean. 10¾" x 5 x 5. A 4483. **\$2.95**



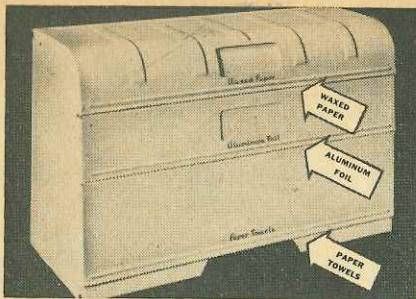
Unbreakable Hot 'n Cold Snack Bottle LETS YOU "SPOON OUT" SOLIDS

All the features of a regular thermos—but its wide mouth permits "spooning out" of solid foods—stews, soups, baked beans, casseroles! Revolutionary heat and cold retaining bottle is absolutely unbreakable. Remarkable new materials will not break regardless of abuse. Now Dad and kiddies can eat hot, nourishing lunches. Cap serves as bowl. A 5609. **\$1.98**



Grease-Catching Spatter Shield YOUR KITCHEN STAYS CLEAN

The secret recipe of smart cooks for keeping their kitchens clean! Three-sided all-aluminum Spatter Shield fits around any pot or pan to catch flying grease and spatters. Washes as easily as a hanky to save tedious cleaning of walls and stove. Each side is 9" x 10". A 602, 3-sided Shield only. **\$1.00**
A 7399, 10"x10" Cover. **50c**

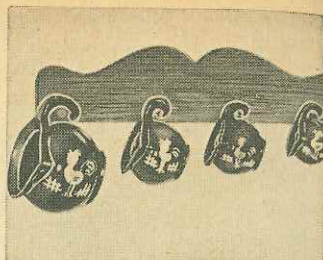


Holds Wax Paper, Foil, Paper Towels Trip-L-Deck Papermatic — \$2.98

Streamlined simplicity! Positive locking action! Mounts on the wall or stands on countertop or shelf. Holds regular rolls of aluminum foil, wax paper, and paper towels—each in its own compartment—at your fingertips. Pull out and tear the roll you want with only one hand—the lids stay closed and your other hand is left free. All steel, baked enamel finish. 12" x 7" x 5". A 8129, Yellow; A 8130, Pink; A 8131, White. Each. . . . \$2.98

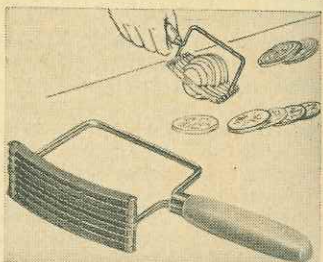
Rockingham Ware Pitchers

Marks of good measure for your kitchen walls! So lovely, you'll use them with reverence when you measure $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, or 1 cup. They make quaint cream pitchers, too—charming enough to set before a king. Trimmed with colorful strutting French Chanti-cleer, they're lustrous brown Rockingham ware. Rack included. A 7537, Set of 4 \$2.95



"One-Stroke" Vegetable Slicer

If laziness is the mother of invention—then praised be the lazy person who invented this wonderfully efficient vegetable slicer; "One stroke" cuts whole potatoes, carrots, eggs, tomatoes for cooking or serving in attractive, uniform slices. 8 sharp semi-serrated blades save time and work, especially when company is coming. A 7886. \$1.25



Keep the Range Clean!

End that tiresome electric range cleaning chore! Grease splashes, spilled foods fall on disposable Neat Heat discs—no more messy, time consuming clean-up. Aluminum surface saves money—reflects heat, cuts fuel bills, speeds cooking. Easy to use; just place under each burner. Wipe off and throw away when soiled. A 5262, Set of 25. 79c



BLACK BAKING SHEETS

Old fashioned goodness! Here's the baking sheet professionals use for better biscuits, shortcakes, cookies, rolls, etc. On this black iron sheet, pastries brown quickly, bake evenly on all sides. Magic Black surface eliminates greasing and sticking. Amazing results. Just wipe it clean. 12" x 15½". A 4199, Each. \$1.39 A 4200, Two for. . . . \$2.59



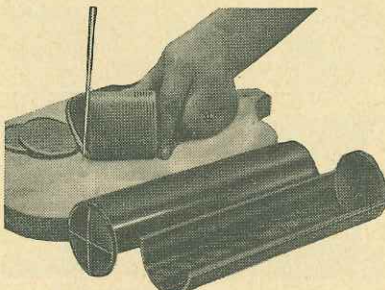
Double Refrigerator Shelf Space

Everything at your fingertips—in the modern way! Adjusta-Shelves are white, rustproof enamel metal shelves that fit any refrigerator door. 2" deep and expand from 12" to 24" wide. Ends aggravating searches for small jars, bottles, butter, eggs, etc. Install in minutes. A 4380, Each. . . . \$2.95 A 4381, Set of three. . . . \$8.75



PATTY SHELL IRON

Make "Old World" pastry treats. . . TWO at a time. Fill patty shells with creamed tuna, chicken or frozen strawberries topped with ice cream and watch 'em be gobbled up as a main dish or TV snack delight! Includes 2 Rosettes, 2 Timbales and Double Handle. Use for cookies, other treats. With taste-tempting recipes. A 3321. . . . \$1.95



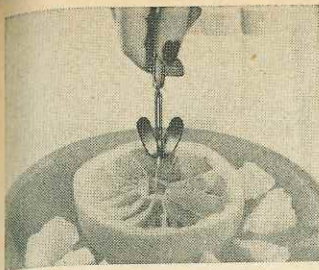
Makes Ice Box Cookies the Easy Way

Hmmm! Scrumptious! Load your cookie jar with tempting, taste-tingling cookies—that you made in 8 to 10 minutes. Just place batter in one section of Refriger-Mold, put on other part, press. . . and presto! Your batter is smooth, round and marked for 80 two-inch cookies, all even thickness. Cleans in a jiffy. Delightful recipes included. A 4185. \$1.00

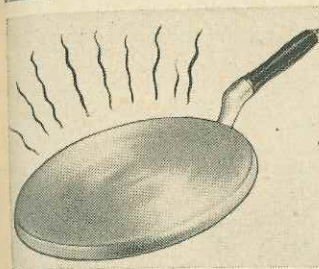


STINKY CHEESE JAR

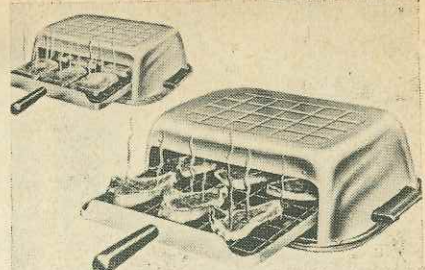
Folks who favor fancy cheeses need not fret 'bout smelly breezes! Clever Cheese Jar will keep the odor of your choice cheese all to itself. Its black-and-white winking skunk is sculptured in deep relief on the lid. Holds ¼ lbs. in refrigerator. Keeps cheese fresher, too. Quality ceramic with bright yellow base. 4" x 4" x 1½". A 6018 \$2.00



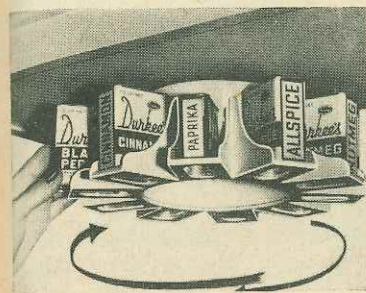
Grapefruit Knife Really Works
 "Drink to me only with thine eyes" wasn't meant for grapefruit connoisseurs! Eliminates squirting, gives you grapefruit, the whole grapefruit and nothing but grapefruit . . . in seconds. Twin stainless steel blades separate the fruit segment from rind and web—prepares fruit in one operation. A 4502, Ea. **59c**
 A 4503, Set of two for. **\$1.10**



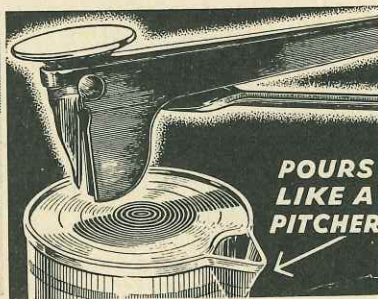
Greasless Griddle 'N Broil
 Ahhh! A kitchen free of smoke and cool, too! Bake, broil, grill on top of stove, on low heat, without grease. Fine for folks who can't eat fried foods . . . who are watching their diets. Bake 4 fluffy hot cakes, 4 toasted sandwiches. Fry 5 eggs. Broil hamburgers, steaks and bacon that doesn't curl. 11". Aluminum. A 3162 . . . **\$2.98**



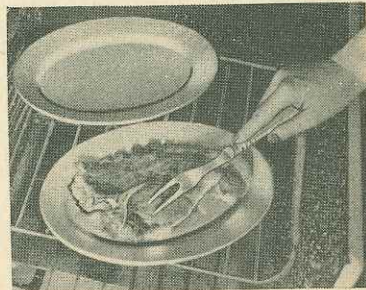
Broils, Grills, Barbecues, Warms—
Table-Top Oven Makes 6 Slices of Toast
 It does everything! Makes 6 slices of mouth-watering, hot buttered oven toast right at the table . . . with butter, garlic or other toppings toasted in. Even melts cheese on casseroles—without you ever heating up the large oven. Slide out rack holds king-size steaks, bacon and eggs, sandwiches, etc. Portable, will not over-heat. UL approved AC/DC. Gleaming aluminum. 15" x 10". SA 7712 . . . **\$9.95**
 SA 7135, 4-Slice Toaster. **\$6.95**



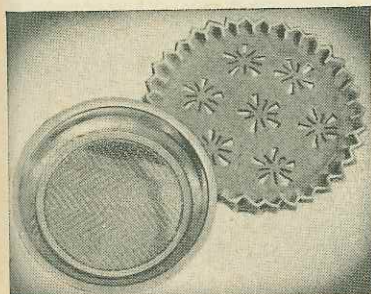
Revolving Spicemaster
 Quickly find the spice you want without upsetting the rest of the shelf! Place Spicemaster under any shelf or cabinet and have 10 standard spice cans instantly available at finger-touch. Turns, reveals desired spices. Install in seconds on wood, glass or metal surface with special adhesive (included). Sturdy plastic. A 5817 **\$1.95**



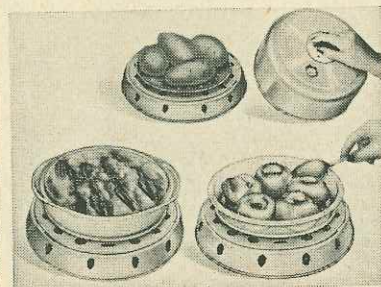
ANY CAN A POURING PITCHER
 Sprout a spout with Spouto, the ingenious can opener that opens cans and forms a handy pour spout in one operation! Press and presto . . . evaporated milk, juices, soft drinks pour from their own pitcher. Will work on any can . . . leaves no jagged edges, no metal slivers; completely safe. Chrome plated. Swell for sport excursions. A 6655 . . . **\$1.00**



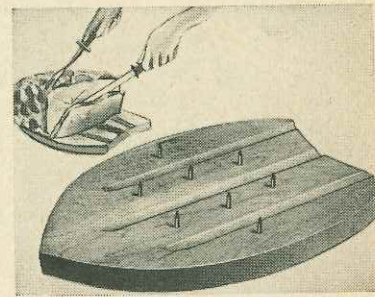
Individual Sizzler Servers
 Keep steaks and chops hot—to the last tempting morsel! Do it the way fine restaurants do, with heat retaining Sizzlers—but at an economical price. Cook or broil your food in them, then serve—and food stays hot 'til eaten. For any meat, fish, etc. Easy to clean aluminum. A 5268, Each. . . . **\$1.29**
 A 5269, Set of 4. **\$4.75**



CRISP CRUST PIE PAN
 No more soggy, half-baked bottom crusts when you use the Crispy Crust Pie Pan! Specially constructed wire mesh bottom prevents steam accumulation. Even hard-to-bake custard, pumpkin, pecan and cream pies come out with perfectly delicious crusts. Stainless steel, 10" across. Includes a sure-cure for Weepy Meringue. A 6386 . . . **89c**



If I Knew You Were Comin' I'd a Baked . . .
 And now it's so simple to bake with Handi-Bake, the full size, aluminum, top-of-stove oven. It's an "extra" oven that bakes or roasts delicious meats, pies, cakes, potatoes, etc., on only one burner. High domed top has built in "heat-control" thermometer, heat resistant knob, and doubles as cake cover. Does away with hot messy ovens. A 6630 **\$3.98**

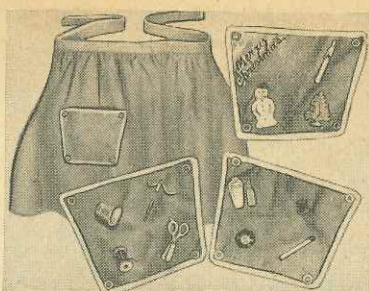


HOLD-TITE CARVING BOARD
 Carve your roast professionally, instead of chasing it all over the platter! Carve with ease, with a steady stroke that insures neat, uniform slices. Maple Carving Board has sturdy suction cups to hold it in place; rustproof spikes securely hold meat. "Gravy grooves" let juices flow into platter, not the table. A 3328 **\$1.25**

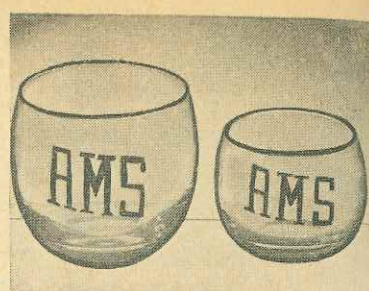


Religious Bread Plate

Beautifully inscribed Prayer Bread Plate serves as a lovely reminder of our religious heritage. Used for serving or decorative hanging, it strikes just the right note at dinnertime. The honey colored, richly grained wood is hand decorated with a full reproduction of a shock of wheat—symbol of the bountiful harvest. 9" in diameter. A 6507 ... **\$1.35**



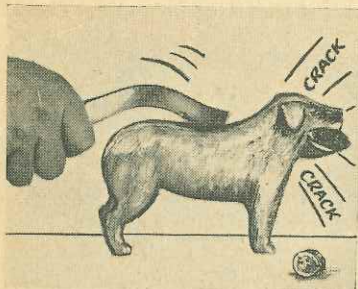
All Occasion Apron Has Real Charms
Interchangeable pockets set the mood for every occasion. Red cotton pique apron has a plain pocket for everyday use—and 3 extra snap-on pockets. Christmas pocket has real miniatures . . . Santa, snowman, etc.; sewing pocket has needle, thread, thimble, scissors; party pocket has tophat, cocktail shaker, record, cigarette, etc. Washable. Color fast. A 8618 **\$2.95**



Initialed Roly Poly Glasses

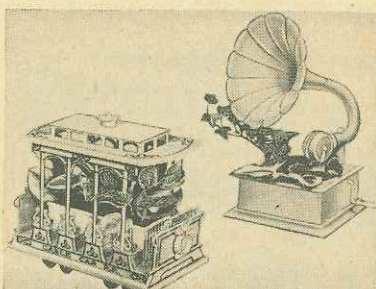
Serve your drinks distinctively, from tall 'n tasty to short 'n sweet with these chubby fellows. Modern, easy to hold, crystal clear spheres are monogrammed in block letters. 5 oz. size for cocktails; 11 oz. for hiballs.

DA 8703, Set of 8 Cocktails **\$4.45**
DA 8704, Set of 8 Hiballs . . **\$4.95**
DA 8705, Matched set, 8 ea. **\$8.95**



Here's News! Dog Bites Pecan! FIDO, THE NUT CRACKER

He'll be a wow at your next dinner party! Just place a nut in his mouth, pull the handle down and kernels come out whole—more delicious to eat. Fido actually cracks the shell without crushing the kernels. No messy fragments get all over tablecloth. Durable metal in rich gun-metal finish. He saves you from sore fingers too. A 1370 . . **\$3.49**



Gramophone—Cable Car Planters MAKE BEWITCHING SETTINGS

These beautiful planters can only be matched by the loveliness of flowers. Unique in every detail, you'll expect the realistic green cable car to Ding Dong . . . the huge pink Gramophone to actually play music. Car has removable planter pot. Nostalgic planters for the home-beautiful.

Gramophone, 10" high, A8619 **\$2.00**
Cable Car, 9" long, A 8620 . . **\$2.00**



Attention Apartment Dwellers! JUST FOR YOU!

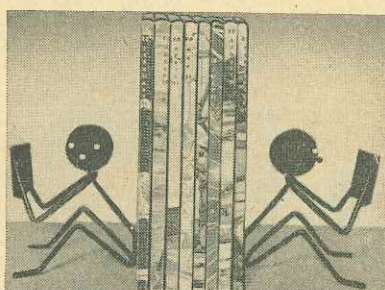
Put one on your wall—whether you live at the Ritz or on the wrong side of the tracks! Guests will chuckle at your sense of humor—especially if you're a newlywed and haven't quite "gotten settled". Scalloped-edge plate with lattice-work rim and gold border to set off it's "lousy" hand-painted illustration. A 8463 **\$1.00**



Musical Tea Pot

This picture-pretty tea pot sings for your supper! Whether it's tea or iced tea—serve it with a song as a concealed Swiss music box chimes in with "Tea for Two". Musical Tea Pot is quaintly styled from heavily glazed ceramic, with stunning hand-painted floral decor. Holds six tuneful cups. Enchanting in china cabinet.

A 7298 **\$8.95**



African Book Ends

These two little charmers will not only put their backs to work holding your books up, but they'll add a distinctive touch to your desk or book shelf! Of heavy, black wrought iron they're 5" high. Their heads turn so that they are looking at you, at each other—or even reading their own books. Cute and clever, they're ideal as gifts or for your own use.

A 6054, Pair **\$2.95**



TV Stay-Put Chair Trays

For every sip and sup occasion . . . the no-spill solution to "balanced" casual serving. Stay-Put Trays banish refreshment juggling acts and scalded laps . . . protects furniture and clothing, too. Clips automatically (and safely) grip chair or sofa arm. Can be clipped to leg, making wonderful lap desk. Ivory plastic. 8" x 12".

A 6951, Each **\$1.98**



Personalized Wastebaskets

A touch of classic elegance to match every room! Smartly styled decorator's wastebasket is artistically handlettered with any name. Distinctive border design is in gold and red on maroon or ivory background. Stands 13" high, 7" x 11" around. Heavy gauge steel, enamel finish. PA 1967, Maroon; PA 7463, Ivory, Each. . . . \$1.95



Be It Ever So Humble . . .

There's no place like home—especially when you "serve-up" chuckles and comments with these "mortgaged" tile and cast metal Trivets. "God Bless Our Mortgaged Home" and "99 More Years And It's Ours" are brilliantly painted on tile. 4½" wide, 8" long, they'll please and amuse you either in use or on wall. A 8466, Set of 2. . . . \$2.50



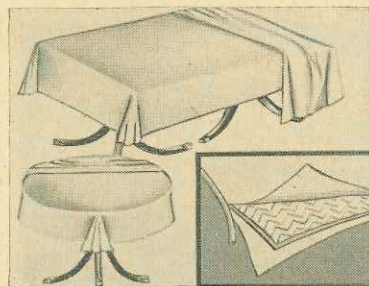
Moss Rose for Old Fashioned Charm Individual Salt and Pepper shakers

set your table aglow with their sentimental beauty! Each shaker is 2" and made of delicate white china with a dainty pink design and golden fired top. Set of 4 makes a lovely gift. A 8683, Set. . . \$1.00
Matching Tea Pot. Lovely moss rose tea pot serves six cups of tea. Fluted body. A 8684. . . \$1.49



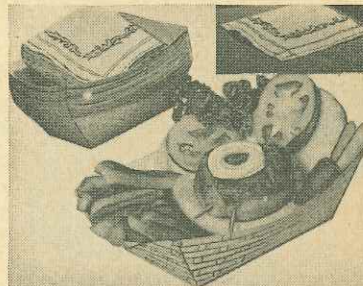
Set a Lovely-Splendored Table with MOSS ROSE SERVING PIECES

You're inviting pretty compliments to your table when you set it with lovely, cherished Moss Rose china. Add these essential serving pieces: **Covered Muffin Dish** — to keep muffins, buns, deliciously piping hot. 4½" high. A 8701 . . . \$1.25
Cheese Caddy Bucket for cottage cheese, whipped butter, marmalade. 4" high. A 8702. . . \$1.00



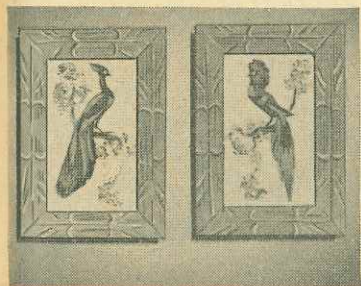
Heat Resistant—Water Repellent HUSH CLOTHS PROTECT TABLES

Here's "scorching" news for Mrs. housewife! New white Hush Pads put a protective covering over costly table tops; eliminates damage from scratches, stains, hot dishes, etc. Fits snugly on any shaped table. Non-stick, wipe-clean plastic.
A 8694, 52" x 52". . . \$2.98
A 8695, 52" x 70". . . \$3.98
A 8696, 52" x 90". . . \$4.98



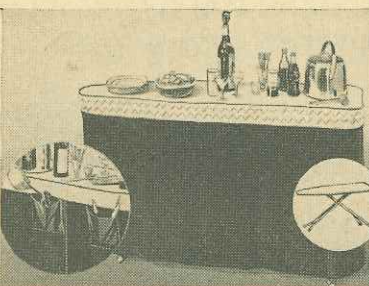
At Last, A Deep, Disposable Dish SERVE AND RELAX

Completely new! Excitingly different! Lovely enough for your finest serving! Large enough (5" x 7") and a full 2" deep, they're perfect for parties, snacks, hamburgers . . . any food, hot OR cold. Plastic coated so that liquids can't leak through and printed in a gay basket weave pattern. 50 dishes, 60 matching napkins. A 8536. . \$1.50



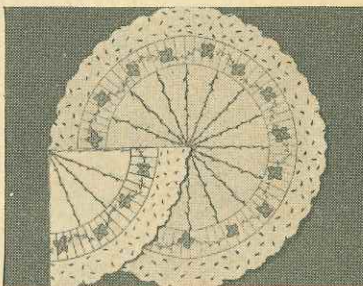
Imported Featherbird Pictures

So life-like! So realistic! From enchanting Old Mexico come these beautiful featherbird reproductions of gloriously-colored tropical birds. Hand-made works of art are brought to life by use of REAL bird feathers. Hand-carved red cedar frames. 5" x 7". For den, bedroom, living room. A 7627, Pair . . . \$1.95
A 7628, Set of 4. . . \$2.95
A 7629, Set of 8. . . \$5.75



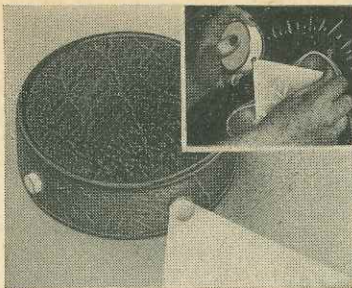
Any Ironing Board A Buffet-Table

Just slip Serv-A-Board over any standard ironing board and you've got a smart bar-serving table! Great when you need extra serving space. Perfect indoors or out. 2 jumbo pockets in back hold all kinds of utensils; loads of room to store things under board. Heavy gauge vinyl wipes clean. A 5772, Brown with yellow top; A 5773, Black with red top. Each . . . \$2.98



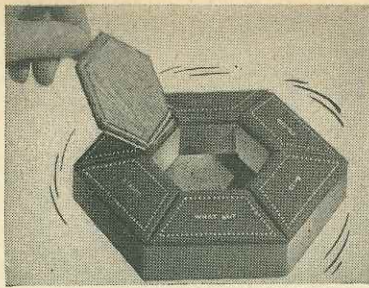
New Look In Napkins

The napkins with the new round shape. Beautiful, soft and lovely, they set the modern trend in table flattery. 12½" diameter.
Garden Flower decor on soft, lace-like paper with rich scalloped edges. A 7853, 75 for . . . \$1.00
Christmas Design with scalloped edges to add gaiety to your holiday dinners. A 7854, 75 for. . . \$1.00



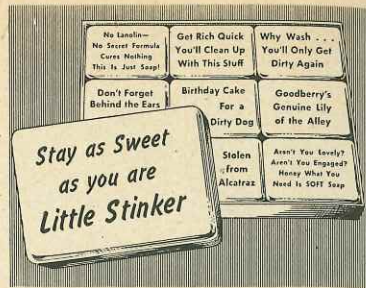
Electro Batteryless Flashlight

Could say it's powered with a plurality of Electro Chemical Cells, fortified with non-hygroscopic compound — but suffice to say you NEVER NEED A BATTERY OR BULB. A touch of the button activates the electro power to produce a long, sharp, powerful beam. Perfect for home, car, purse, workshop, etc. Long life. JA 7803 **\$3.98**



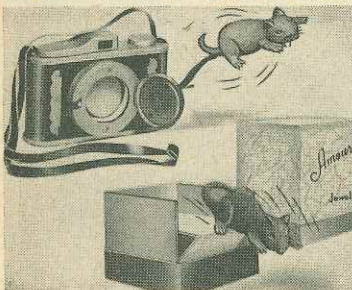
Revolving "Lazy Susan" Desk Tray

More efficient than a private secretary! Desk Tray leads seven very useful lives holding paper clips, rubber bands, staples, keys, stamps, erasers and what-not. A flip of the finger and whatever you need is within easy reach. Gold-tooled, top-grain leatherette. Dust-proof, covered compartments. A 6055, Brown; A 7461, Red, Each **\$4.95**



Silly Soap—A Tub Full of Laughs

Are you tired of soaps that are kind to hands, make you lovely, get you engaged? Are you loaded in lanolin, immune to B.O.? Not an advertising claim in a carload—you get 9 cakes; nutty comments won't wash off until soap is all used. It's good, everyday castile but we guarantee them for laughs only. A 8440, 9 bars. **\$1.00**



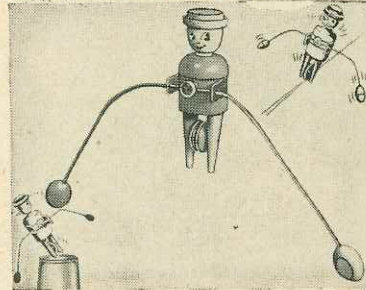
Aren't We Devils . . . ARE YOU ONE, TOO?

Let your hair down . . . have some fun! No one but you knows what's inside, and you wouldn't tell! **Mouse Camera.** When you snap the shutter, watch 'em jump as mouse squeaks and pops 6 feet out at your friends. A 8635. **.69c** **Mouse In The Jewel Box.** Won't she be surprised when a mouse jumps out instead of a ring. A 8636. **.69c**



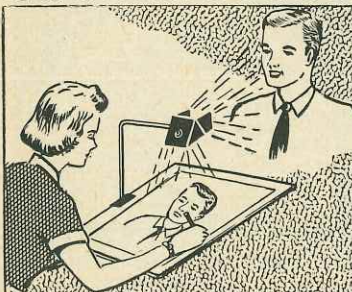
All With Your Name And Address 600 PERSONALIZED MAILERS

A "personal touch" for all your mail! All 600 printed in blue with your name and address. You get 50 postcards, 50 gummed labels for parcels and 500 gummed labels (in a plastic holder) for stationery, packages, etc. DA 3901, 600 pieces **\$2.95** DA 3902, 500 Personal Labels **\$1.00** DA 3903, 50 Mailing Labels. **\$1.00** DA 3904, 50 Postcards. **\$1.00**



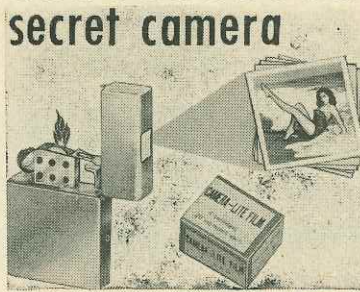
Will He Fall or Won't He? TIPPY TIM, THE ACROBAT

He defies gravity! He takes your breath away! Just place him on an upside down glass and touch the ball—watch him go into action—he sways from side to side, twirls and dips—but never loses his balance! Watch how artfully he balances on a "tight rope," too, as he goes back and forth—like a circus aerialist. A 8555. **\$1.00**



Draw The First Day!

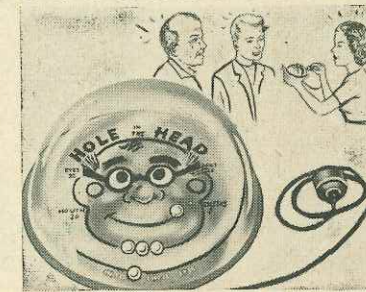
No artistic talent? Don't worry—with new Art Reproducer you don't need it. Draw, paint, sketch your family, friends, anything from real life—without lessons, as if by magic. Takes all objects, projects their images on paper, giving you a professional guide for expert results. Make figures, scenes, still life. A 3294, Complete Kit. **\$1.98**



secret camera

Combination Camera-Lighter

In addition to being a dependable lighter, it's a vest-pocket camera that takes 20 clear, detailed photos at a moment's notice! A replica of spy cameras used to take secret pictures, 20 per roll. Fine quality lens takes close-ups or distance photos that enlarge beautifully. Easy to operate. JA 7272 **\$4.95** JA 7273, 4 rolls of film. **\$1.00**



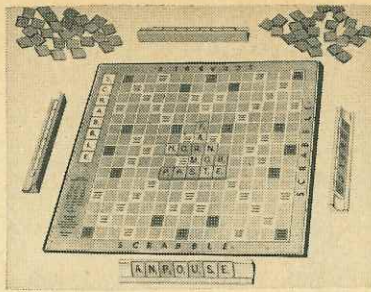
Magnetic Mystery Game

If you don't have a hole in YOUR head, you won't get a very high score in this game! But you'll get "champion-rating" from whoever gets one from you. Humorous, captivating; it tests your coordination, skill and luck... provokes curiosity, laughs and !X/. The idea is to get the balls in the holes. Easy? Try it! A 8554. **\$1.00**



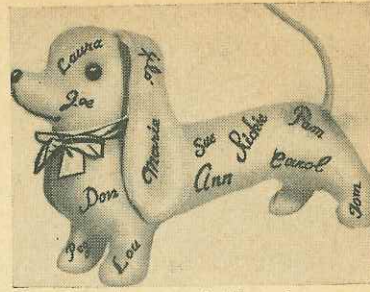
Sterling Silver Bookmarks

Beautiful to behold, marvelous to give, a joy to use! Exquisite book-marks are genuine sterling silver. They slip easily onto any page, but never fall off. No more fumbling or lost time, no more ruined pages. 2 1/4" long. JA 4847, Sterling Dog; JA 4848, Sterling Cross; JA 4849, Sterling Tulip; Each (Including Federal Tax) **\$1.00**



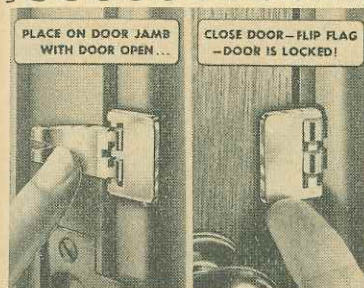
Scrabble, Intriguing Crossword Game

The most fascinating crossword game of all time! Once played it presents a tantalizing challenge to young and old—in all walks of life—to play it over and over again. Complete with 100 imprinted playing tiles, four racks, colorful playing board, rules and directions. A 8502 **\$3.00**
Scrabble Turntable revolves to face each player by turn. SA 6567 **\$3.00**



Autograph Hound

You'll cherish this pooch as a remembrance of happy events. All your friends and guests will want to write his or her name. Even celebrities can't resist your plea to please sign your dog. Covered with specially treated material that takes ball point ink perfectly. 14" long, 5" high and with an exquisite ribbon. A 1354 **\$1.98**



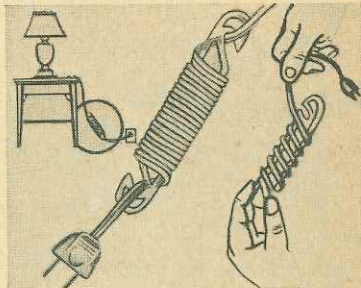
Portable Lock Foils Prowlers! BE SAFE—AT HOME, AWAY

Get a good night's sleep! Safety Door Lock installs in door jamb instantly with no fasteners or tools. Needs no keys. Weighs only 1 oz., yet is the simplest, safest, strongest watchman invented. Employs lever principle for positive protection for any inward opening door. Guards front, back doors at home or in motel. A 6710 **\$1.00**



New Liquid Ball Bearing Makes DRAWERS AND WINDOWS SLIDE

Drawers, windows, doors slide like magic! Specially-formulated. Slide Free shrinks wood and impregnates it with a dry, non-oily lubricant. Stuck drawers, doors, and windows suddenly open and close with a swish. Wood-warping moisture is sealed out. Squeaks are silenced—in chairs, beds, tables, etc. Easy-to-use spout-top bottle. A 8226, Pint **\$1.00**



5" Coilzit Holds 3 Ft. Of Cord SHORTEN DANGEROUS CORDS

Ohhh! I tripped again on that excess wire from the TV set. Or, is it from the clock, lamp or iron? Excess electric cords can cause dangerous falls and bruises. Now, get these clever cord shorteners and end the danger. You don't cut the wire, just wrap it around Coilzit. Each holds 3 feet of cord. Set of 10. A 2105, Set **\$1.00**



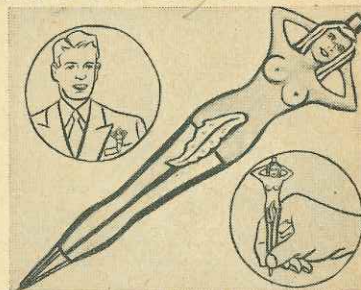
Electric Jack Straws

Hours of fun for children and grown-ups, too! With the Electric Tweezers, try to pull out the Jack Straws without touching the metal top. Looks so easy—you'll be surprised! If you miss, bulb flashes and a disturbing buzz tells you you've lost your turn. Any number of people can play this exciting new game. A 3495 **\$1.50**



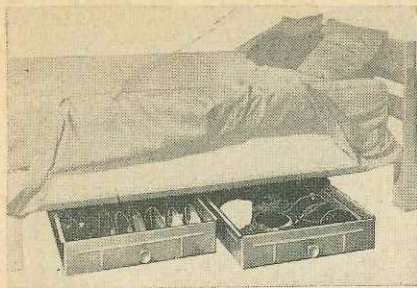
The Stars at Night . . .

. . . are bigger and brighter . . . 75 times bigger, 75 times brighter with variable 20X-45X-75X power adjustable Astrono-Scope. 3 feet long with 4 precision lenses—people, stars, ships, all distant objects are 75 times closer. Use as a 50X compound microscope. With aluminum tripod, universal mount. Folds flat. JA 7449 **\$9.95**



"Pin Up" Pencil

Now Eve's gone modern . . . and any Mr. Adam who wants to keep in pace will appreciate this unusual mechanical pencil. High quality pencil is 5" long with eraser, leads, and a back to nature fig leaf clasp. Made up in stimulating colors and detail, we don't recommend it for sewing circles. JA 8629 **\$1.00**

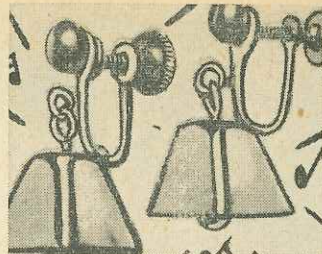


Here's Space Galore For Storing More! UNDER BED STOW-A-WAY DRAWER

An off-the-floor, out-of-the way dust-free drawer that fits any wood or metal bed frame; utilizes wasted space. Perfect spot for linens, blankets, purses, shoes, toys, etc., conveniently opens from either side of bed. 2" floor clearance, moves with bed for under-bed cleaning. Sturdy metal, comes fully assembled, all ready to attach quickly. Regular size, 24"x30"x5", DA 8719,\$12.95
King size, 36"x30"x5", DA 8720 \$16.95

Tinkling Cowbell Earrings

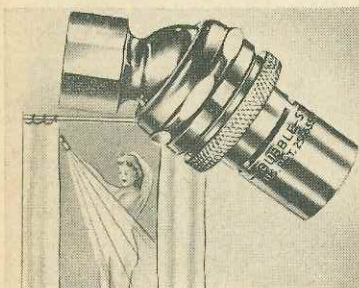
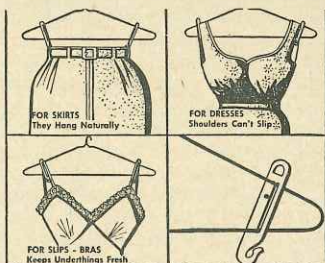
So clever! Miniature replicas of real cowbells are so lovely, so dainty. Made in shimmering silver color—you can actually hear their gentle tinkle, tinkle as you walk. Perfect accessory with everything in your wardrobe, for dress or casual wear. JA4973, Pierced back; JA4974. Screw back; Per pair, including Federal tax\$1.50



Keep Clothes On Hangers!

If clothes turn turtle or flop to the floor from "slippery" wire hangers snap on these plastic Clothes Guards. Make your wardrobe skid-proof and wrinkle-free! They project from the wire hangers—keep narrow strap or short sleeved dresses, slips, bras or blouses from sliding off... hang loops of skirts, slacks.

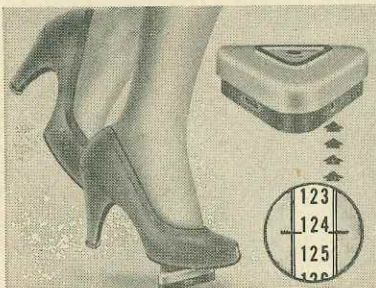
A 8274, Set of 48.....\$1.00



Non-Splash Aerated Shower Head

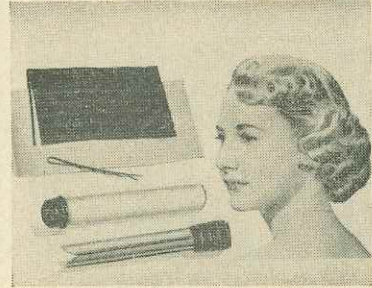
Now, "millions" of lively bubbles give you a refreshing, invigorating shower! Shower Head gives a fluffy, aerated spray. Makes hard water feel soft. Won't wet hair. Forms soapier suds—with less soap. Uses less water, too! Adjusts to any angle; fits all showers. Solid brass; chrome finish.

A 5414\$3.75



Smallest Personal Scale Ever

Trying to lose weight? Don't want to advertise it? Weigh yourself in secret as often as you wish with tiny Chek-Weight. No one shares your knowledge! Only you see your weight thru the tiny, magnified lens aperture. Keep in medicine cabinet or drawers! Fits pocket or purse! Weighs accurately 20 to 240 lbs. Sturdy steel. 3"x1". JA 8547\$9.95



Easiest Permanent Waves, Ever!

Nothing else like it! Magic Permanent Wave Kit gives you soft, lustrous waves—no straggly ends—not too tight—just right. A completely new discovery—no neutralizers, no rinses, no experience needed. Simply wet hair with Magic Curl, and set. When dry, comb out. Everything needed for 3 to 6 months.

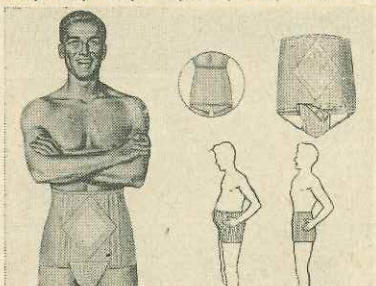
A 7925, Complete\$1.00



12 Garment Shoulder Toppers

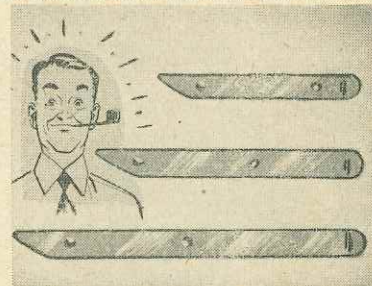
How lovely your closet will look! How neat and safe your clothes will be! Ultra-practical garment hanger covers fit snugly over shoulders of suits, dresses, coats... protect where soiling and damage is most likely to occur. Clothes are held firmly in place so they don't slide off hanger. Clear vinyl plastic.

A 7781, Set of 12.....\$1.00



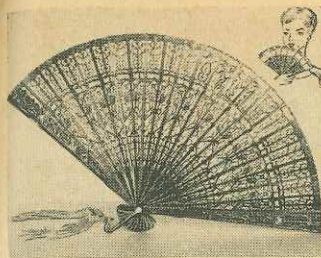
Reduce Your Waistline Instantly!

In seconds get rid of your ugly "Bay Window" that has people calling you "Old Timer". Slip on the Cadet with amazing Power Panel that assures perfect fit. Your clothes fit again, your back is braced, you feel more youthful... rarin' to go. Non-rolling, fly front, removable elastic pouch, quality elastic construction. Order by waist size. DA 8325 \$3.98

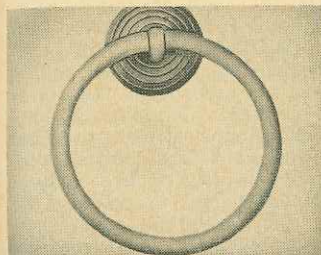


50 Stainless Steel Collar Stays

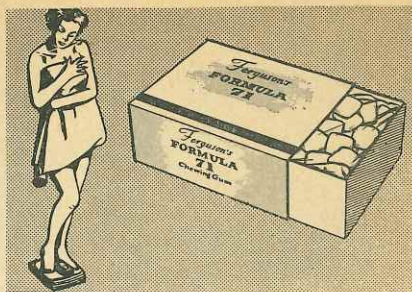
They can't bend, rust, twist or break... even when the shirt is washed and ironed. You'll permanently end the inconvenience of broken and lost collar stays... and the embarrassment of rolled-up, wilted, sloppy-looking collars. Protruded top; easier to insert, remove. 3 assorted sizes fit all collars. A 8162, Lifetime set of 50...\$2.00



Enchanting Lacework Fans
Enhance your loveliest finery! Exquisite simulated ivory lacework of these imported fans would do any Carmen proud. Just the right touch for a warm evening stroll, a Sunday in church, the theater, or that special dance. Opens with a flourish—closes with a snap to fit in purse. A cherished memento. A 7018 **50c**



Suction Towel Ring
An exciting new trend in smart bathroom decor! Ring Towel Holders, in thrilling Arctic White rubber, mount without nails or screws. Just press—and they're up to stay. Take 'em down or move 'em—they won't mar the walls. Place at any height; ideal for kitchens, too. 6½" across. A 8232, Ea. . **69c**
A 8233, Two for **\$1.19**



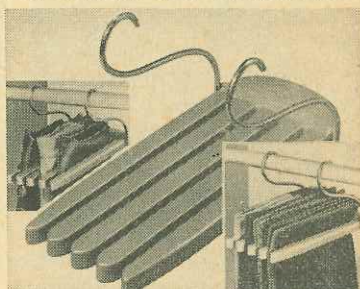
Be Slim—Without Drugs or Diet
YOU CAN LOSE UNWANTED WEIGHT!
Lose unsightly pounds without starving yourself! So easy! So safe! New type reducing aid curbs your desire for food. Developed after long medical research, pleasant tasting Ferguson's Formula 71 chewing gum helps you lose 3 pounds the first week—or your money back. Don't let fat spoil your figure—be slimmer, feel better. You have nothing to lose but weight. JA 8323, 80 pieces. **\$2.98**
JA 8324, Economy Size, 160 pcs. **\$5.49**



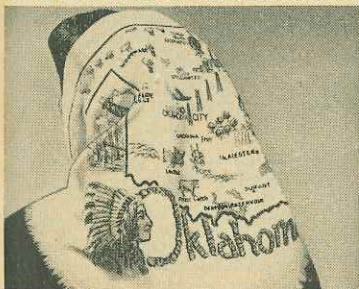
Personalized Ankle Bracelet
Every bobby soxer from 6 to 60 will love this shimmering ankle bracelet she can wear with her most casual wear! On the exquisite gold color heart, we'll engrave any 2 or 3 initials in stylish script lettering. Complete with massive link chain to fit any ankle. It's certainly a wonderful gift. PA 5141, Incl. Fed. Tax. . **\$1.50**



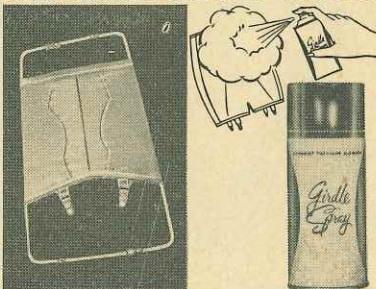
"Maid From Milan" Cache Boxes
Stars from Italy so talented at holding jewelry, needles, pins or thread. It's love at first sight when you see the angelic, bright-eyed sweethearts atop these white Milan straw cache baskets. They wear an exquisite Sunday-go-to-meetin' hat and felt collar. Infinite possibilities for boudoir, bath, and even the kitchen. 4" overall. A 7852, Each . . **\$1.59**



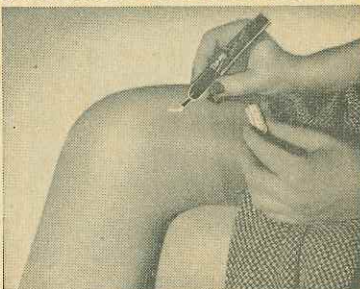
How's Your Closet Situation . . ?
Too little space? Too much clutter? Aluminum Pants and Skirt Hanger opens the door to attractive, well-organized closets. Holds 8 pairs of trousers or 4 skirts completely wrinkle-free in only 5½" of space. No clamps—just slide garments in or out, without taking hanger off rod. Folds flat for storage. A 7779, Each **\$2.95**



Be Proud of Your State
Tell the world where you're from with this beautiful, jumbo-size head scarf. Each scarf tells the story of your state—capital city, principal industries, crops, mountain ranges, etc.—all wonderfully depicted in washable glorious color. Wear it when traveling, shopping, etc. Name your state when ordering. Shimmering rayon. DA 7927 **\$1.50**



Smoother, More Comfortable Girdles
New concepts in personal comfort and daintiness. Adds to girdle life. **Deodorant* Girdle Spray** is quick, easy way to apply talcum. Spray it on—ends stickiness and odors. *Contains Hexachlorophene. A8240 **\$1.25**
Girdle Drying Form helps foundation garments dry in a jiffy, without wrinkles. Maintains girdle's shape. Fits all sizes. A 8247 **\$1.00**

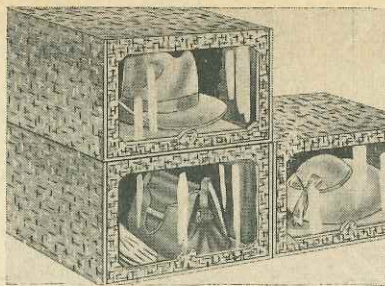


End Stocking Runs—Instantly!
What a relief! Now when a snag or snake-like run appears, dab on Tipon Stop Run and stop it instantly in its tracks. No more embarrassing moments—no more nail polish patchwork—no more expense and aggravation! Stockings last twice as long. Easy to apply with flow-brush dispenser. Colorless. A 7081 **\$1.00**



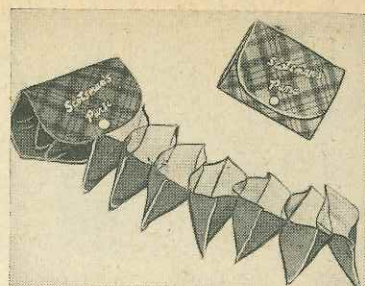
Keep A Youthful Appearance HAVE A FACIAL UPLIFT

If double chin and neck wrinkles are beginning to destroy your youthful appearance—lady, look out! But, don't look for a fountain of youth—sleep your way to beauty with Beauty Band. Flexible latex band comfortably cradles the chin and helps keep facial muscles firm, the neck soft and smooth. Adjustable and washable. A7505. **\$1.00**



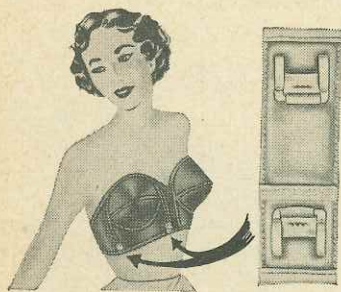
Decorative Boxes For Clean Clothes 3 CLOSET ORDERLIES

Your new Paris creation, old-faithful fedora, handbags, etc., can now be safely tucked away from dirt and dust. 3 smartly styled boxes keep 'em scuff-free and clean; keeps closets neat, tidy. "Town and Country" finish fits every closet decor. Window-lift front makes contents easily seen, accessible. 13" wide, 8" high, 13" deep. SA 3794, Set of 3. . . . **\$2.98**



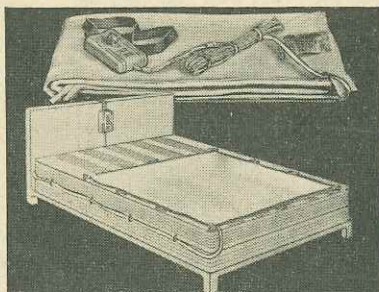
Open-and 9 Pockets Accordion Out! SCOTSMAN'S PURSE

Moneybags! No, we're not calling names, just referring to this clever little purse that has almost as many individual money pockets as a cat has whiskers! Keeps coins or folding money neatly stacked away in 9 compartments. In pretty red plaid that's as bright as a Scotsman's penny! Button closing. Measures 3"x3 3/4" closed. A8582 **\$1.50**



Cushioned Comfort for Bra Stays

Ever wear a strapless bra and wish you hadn't? You won't anymore—Boneze Jr. gives heavenly relief from cutting, pinching and skin irritation caused by bra stays. Foam rubber cushioners clip where you want them; stays firmly in place, won't bulge or show through. Washable. A8001, White; A8002, Pink; A8003, Black. 2 Pair **\$1.00**



Enjoy A Comfortable, Warm Bed . . .

. . . even on the coldest nights! Automatic Bed Warmer gives wonderful, soothing relief for tired, aching muscles, arthritis, etc. Keeps bedding light and dry in damp weather—you awake more refreshed. Easily fastens to mattress—you sleep on it, not under it. Thermostatically controlled. Safe. Fits double or twin beds. DA 8445, Only **\$24.95**



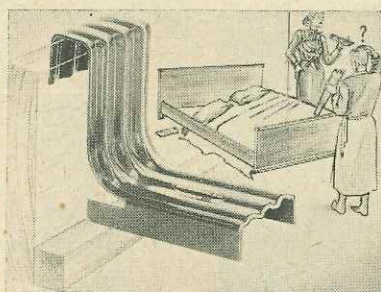
Expanding Stak Shelves

Expand these shelves . . . and expand storage space. Stack 'em 2 and 3 high to hold hats, dishes, shoes, etc. Utilize unused space and keep things neat, tidy. Expand 'em from 13" to 25", use everywhere—in closets, cupboards, shelves. All steel. 6" high, 9" wide. A5386, Each **\$1.49**
A5387, Set of 2 **\$2.79**



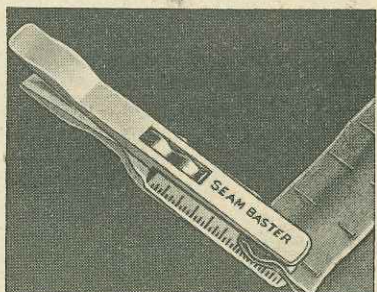
Turbangs Cover Ugly Pins, Curlers BE A GLAMOUR GIRL

Real human hair to hide a multitude of pins . . . a smart white turban to camouflage the peeled-onion look of a lady in curls. Broadcloth and jersey—and hair may be set in any style desired. Both are washable; detach. Get an extra—choose a new hair color. A6918, Brunette; A6919, Blonde; A6920, Auburn; A6921, Black. Each. **\$3.95**



Sleep Without Fear! SUPPORT FOR SOUND SLEEPING

Divorce old fashioned bed slats for lack of support! They won't stand a chance in front of a judge when compared to the comfort and security of a bed equipped with Shur-Lok Supports. Put one in each corner and one in middle of bed rail to hold any box or coil spring. Set of 6. A6608, Wood Rail Set. . . . **\$2.25**
A6609, Metal Rail Set. . . . **\$2.25**



The Smart Way To Baste Seams AUTOMATIC SEAM BASTER

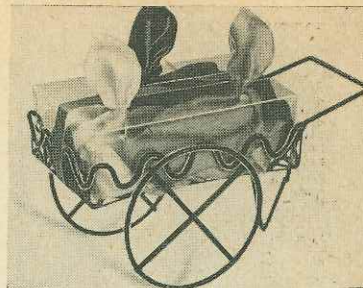
Baste seams with pins instead of stitches, quickly and accurately, the easy way. Hughes Seam Baster measures the seam as you pin. No pricking fingers, no shifting of material, no more basting stitches to remove. Insert pins through tip of Baster, sew over pins and remove. Plastic, with measuring rule on both sides. A8246 **\$1.25**



**From Old England . . .
DEVON VIOLET TOILET WATER**
Rich, sophisticated toilet water by Devon of London. It envelops wearer in delightful fragrance . . . gives that "at my very best" feeling. The quaint, convenient, dimple shaped bottle is eloquently hand-painted — tastefully "collared" in bright ribbon bow. Give her this—be prepared to be hugged!
A 8631 **\$1.95**



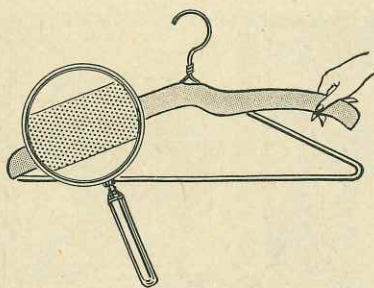
Pamper Your Lady Fair with an IMPORTED MUSICAL JEWEL CASE
Give her this . . . and be prepared to be loved! Exotic black lacquered jewel case is inlaid with glistening mother-of-pearl, hand-decorated in glorious color. As she lifts the lid a song of the mysterious Orient is heard. And, all her most prized possessions will fit into the richly brocaded upper and lower compartments. Lid has mirror inside. JA 8562 **\$5.95**



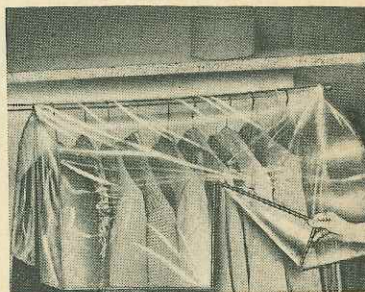
**Treasure Cart Of Charm!
SCARFS AND SWEETS CART**
What could be more original gracing your favorite vanity, coffee, or end table. Wrought iron miniature flower cart comes with three 18" pure silk, different colored scarves delicately blossomed through clear plastic top. Can also be used for cigarettes, candy, nuts, as a planter. 6¾" long, 3¾" high. JA 8567 **\$1.95**



Save \$ \$ \$ On Haircuts!
Any double-edge razor becomes a hair trimmer and ultra-safe shaver! "Saftrim" triples haircut life . . . saves over \$100 a year. Custom-trims any type hair (normal, thinning, or close cut) with professional results. Safety-shaves legs, underarms, etc., without nicks or cuts. Ideal for home permanent users.
A 8222 **\$1.00**



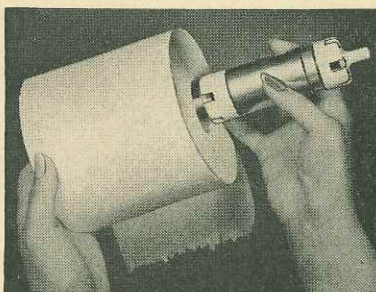
12 Foam Hanger Cushions
Your best dress looks like a potatoe sack? Shoulders creased? All wrinkled? Foam Covers slip snugly over wire or wooden hangers . . . provide fitted, soft padding to keep shoulders rounded and fresh. Slip-proof surface holds garments firmly. Backless dresses, blouses, slips can't fall off. Prevents rust marks. Set of 12 assorted colors. A 8243, Set . . . **\$1.00**



Keep Clothes Clean, Closets Neat
Cleaners are going to hate us for this, but you can cut your cleaning bills with this Clothes Closet Canopy. It drapes softly over rod and clothes and is securely held in position. All garments fully enclosed. Keeps clothes cleaner. Husky plastic. A6996, 24" long . . . **\$1.00**
A 6997, 30" long **\$1.25**
A 6998, 36" long **\$1.50**



**Spray Chests, Drawers
CEDARIZE YOUR OWN CLOSETS**
Convert any closet, chest or drawer into a cedarized storage area for woolsens, clothes, blankets, etc. Just spray scientific Cedar-Fresh . . . it leaves a transparent film of clean, fresh, fragrant cedar. Gets into all cracks and crevices. Dries in 2 minutes; lasts up to 1 year. Will not harm wood, wallpaper, paint. Long-lasting spray can. A3673. **\$1.95**



**Works Invisibly, Constantly
BATHROOM DEODORIZER**
Stop using embarrassing sprays, wicks and perfumy cakes for bathroom sanitation! Be up-to-date with Miracle Air. Polished aluminum cylinder replaces tissue roller . . . silently and invisibly keeps your washroom fresh as a spring breeze—all day long. 5" chlorophyll cartridge lasts 3 months. A 7097. **\$1.00**
A 7098, Refills, two for **60c**



**LOOK IS THIS YOUR
BIG TOE SHOWING...?**
Janies, Special "Inside Platform" RELIEVE SORE, TIRED FEET
Like walking on a cloud! Janies are specially designed "inside platforms" that slip into your shoes and keep feet from sliding forward. Ends uncomfortable, cutting insteps, slipping heels, gapping ankle straps, aching toes. Prevents sore feet. State shoe size, color Grey, black, brown, red, white or blue. DA 5910, Pair **\$1.35**

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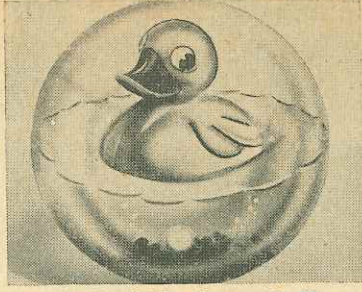
Page 91



Make Tooth Care Child's Play with PERSONALIZE MAJOR BRUSH-UP
Brushing teeth sissy stuff? Even the staunchest of Davey Crockets will change his mind and reach for that toothbrush when it rests within this clever, bright-smiling major domo. A toothbrush is his plume, a drinking cup his drum! Has child's own name on cup, too! Gay assorted colors with contrasting cup. Polystyrene. PA 8492 **\$1.35**



Identifies Ownership! PERSONALIZED "BIKE" PLATES
License plates made to order for 2 or 3 wheeler bikes, wagon, scooter, buggy, etc. Like a celebrity, your name's embossed in raised letters on bright-enamel 25 gauge steel in YOUR STATE colors! 8"x3"—large enough for cars. Prevents loss or theft of valuable possessions. Print name clearly (up to 7 spaces—no numerals). DA 7319 **\$1.00**



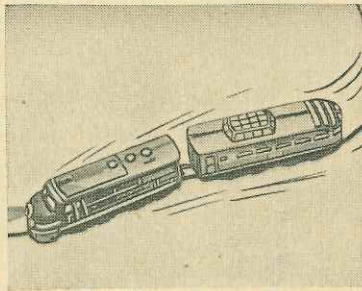
This Duckie's Always On Top FLOATING DUCK POND BALL
Roll it or float it and watch the adorable duck swim in his own magic pond! Watch little eyes "pop"—regardless of how it rolls it always stays right-side-up. 4" unbreakable clear plastic ball, makes a beautiful cascade of color when rolled. A toy that will keep baby happily occupied in play pen or bath tub. A 5587 **.98c**



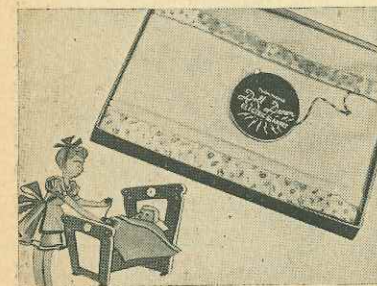
Portable Toy Typewriter
Junior "businessmen" and their budding secretaries will love this portable typewriter that uses a real typewriter ribbon! No more messy ink! The movable dial has all the letters of the alphabet, numbers and punctuation marks plus an exact, simulated keyboard, "type" bar and "space" buttons that are easily operated. A 6183 ... **\$3.98**



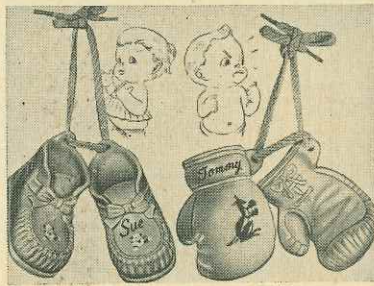
Magic Mirror Ballerina Doll
"Dance Ballerina Dance"! Slide the Magic Mirror before her and she magically, magnetically twirls, whirls, and presents graceful pirouettes all by herself! Place the mirror wrong side up and she refuses to dance. Fascinating, mystifying entertainment for all ages. Plastic doll comes in plastic case. A 8603 **.89c**



Santa Fe Electric Train
It's "California Here I Come" for Jr. engineers with this beautifully designed and colored 2-car train. SANTA FE locomotive and Dome car zooms along 120' of continuous rubber cable powered by a standard battery. Shiny locomotive is 6 1/2" long, car is 6 1/4" long. As it runs, a brilliant headlight shines. A 8429, Only **\$2.95**



Keeps Dolls "Comfy Warm" ELECTRIC DOLL BLANKET
"My dolly is warm and comfy in her Doll Dream Electric Blanket just like Mommy's! Does your doll have one too?" Little Mothers will be proud as punch to own this fluffy soft doll blanket with remote control dial that lights up. Battery operated and safe—doesn't actually heat but much more fun than ordinary blankets. A 8550 **\$2.00**



For Their Cribs, Buggies, Play-Pen PERSONALIZED SQUEEZE TOYS
These gay little squeeze toys are our favorite to become "World's Champ"! Molded of soft, rose-scented plastic, color-fast, washable. **Boxing Gloves** personalized with any "little pug's" name to delight him (or you) for hours. PA 8604 **\$1.50**
Squeaky Shoes make a delightful toy for baby sister. Hand-lettered with her first name. PA 8605 **\$1.50**



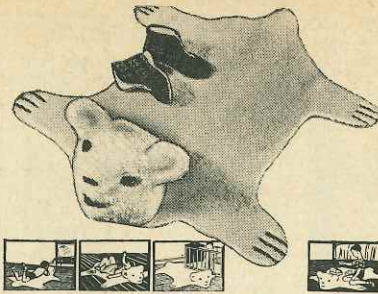
Any Card Table Becomes A PLAYHOUSE FOR CHILDREN
"Visiting" will be the favorite game of the pig tail and comics set when they see this! Made of brightly colored cloth that can be washed! Fits snugly over any standard size card table to make the roomiest playhouse ever! One corner is left unsewed for use as a doorway. Sets up in a jiffy, folds flat for quick storage. A 6356 **\$3.45**



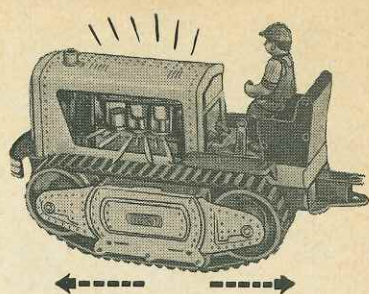
Fill 'er Up! Empty 'em Out! UNBREAKABLE DUMP BOTTLE

Pint-sized toppers love to play with milk bottles . . . at last, here a full quart that won't break! Your crib cutie will jam colorful clothes pins and dowels into the bottle, dump 'em out, bang 'em on the sides—and never hurt himself or anyone else. Made from soft, flexible polyethylene with safe coloring.

A 848498c



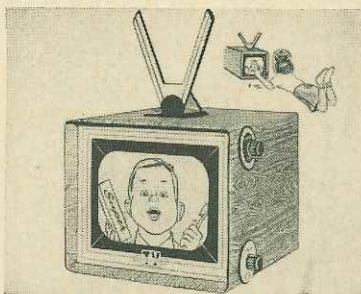
His Head's A Pillow!
JUMBO PLUSH BEAR-HUG RUG
"Davy caught him a b'ar" and made it into a huggable Bear Rug! This BIG (30 x 40") shaggy fellow feels like real fur . . . flops down anywhere for comfortable, draft-free floor sprawling for games, TV, etc. Plump, jolly head is a perfect child's pillow, a chin rest, a stuffed toy. Washable and skidproof. A 8481, Cinnamon; A 8482, White; Each**\$4.98**



See The Motor Work! ELECTRIC ACTION TRACTOR

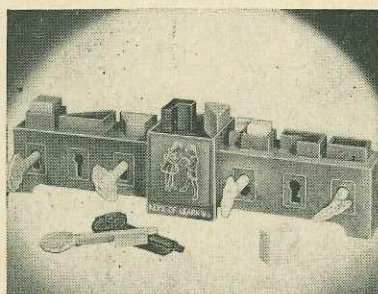
All the action is visible! Shift the gear switch and four pistons go up and down, fan spins—everything clearly lit—showing how a tractor actually works. Automatic robot drives it forward, backward . . . even climbs over objects. Clear plastic engine is housed in all metal body 9 3/4" long. Battery-operated.

A 8489**\$3.95**



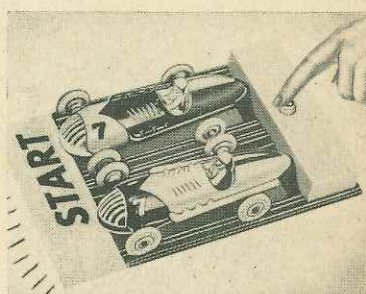
Color-A-Story TV Set

"Oh, what fun! Color a story and show it on your own TV!" 4 different reels of Little Red Riding Hood, Three Little Pigs, Davey Crockett and Peter Pan to show as a TV picture . . . fun to color, draw and trace. Sturdy kraft board TV box, 8"x10"x9". 8 wipe-off crayons, cloth, plastic snap-in tracing screen. A 8548, Complete. . .**\$1.49**



Keys of Learning

A child's castle of knowledge . . . a clever, enticing introduction to colors, dexterity, puzzles and eye-hand co-ordination. The child must fit the correct block in the corresponding "tower" or nest. Then, to release the block, he must find the right key. Only same color key will cause block to rise for removal. Each block, each key is different. A 7475**\$2.98**



Indianapolis Speed Race

There's real speedway action with these two authentic Indianapolis "500"-type race cars. No motors to wind . . . sturdy spring action darts 'em away from starting point at only the touch of a button. Two 5" plastic racers run race after race. Includes guide tracks and starting platform. Gaily colored.

A 8653**.79c**



She'll Feel "Grownup" CHILD'S NAME BRACELET!

An ultra-smart cute little bracelet of Genuine Sterling Silver—just like big sister's. On it we'll artistically engrave any 2 or 3 initials or first name to make it "really hers"! Matching chain with convenient safety catch. She'll be thrilled and proud wearing it. Specify lettering.

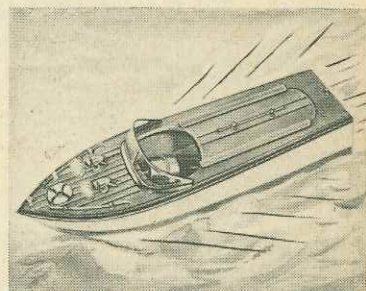
PA 4011, Including tax. . . .**\$1.98**



"Fresh Daily—From the Farm" A CHICKEN IN EVERY EGG

We don't know if Farmer John calls these eggs Grade A, but we certainly do! When small-fry "break" 'em in half, watch the look on everyone's face. Inside each egg is a different colored chick that stands upright. Of durable, washable polyethylene, they snap back together. Unbreakable; non-toxic, safe.

A 8426, 1/2 doz. eggs.**\$1.00**



Lights Flash On And Off! ELECTRIC SPEEDBOAT

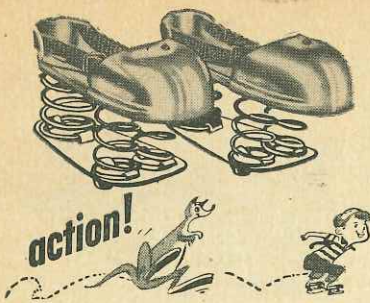
S-W-I-S-H! Flick a switch and it tears through tub or pond with power to burn! As exciting as operating the real thing. Authentic solid wood construction with nickel plated fittings, see-through windshield, and bright blinking red and green lights. Powered by standard flashlight batteries. 11 1/4" long.

A 8491**\$2.95**

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Page 93

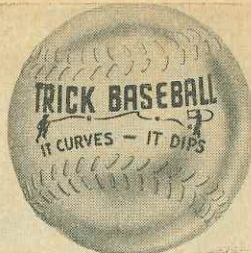


And Away We Go . . . ACTION-SPRING ROCKET SHOES!

These Rocket Shoes are the newest in fun for small fry! Safe and durable—perfectly balanced to give a hopping good time. Adjustable to fit all children from 6 to 12 perfectly—they'll help teach the youngsters physical coordination too! Sturdy caps on front protect shoes from scrapings. Have highest quality steel springs, rubber shock absorbers and sturdy ankle straps. Make a Kangaroo look like he's walking. A 4456 \$5.95

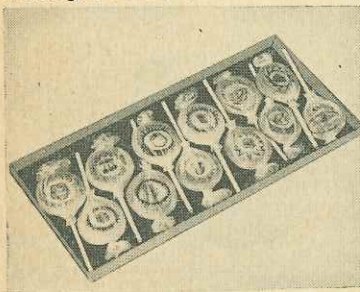
It Curves, Dips, 'n Flutters TRICK BASEBALL

All "small-fry" does is throw this ball overhand. It curves! It dips! It bounces crazily. It flutters! It rolls in circles! Looks like the real thing with a white rawhide finish, complete with embossed stitching. Now every youngster can throw like a big league pitcher. 2¾" diameter. A 3628, Two for 59c



For A "Cork'in" Good Time! BIG CHIEF BLO-YUR-TOP

The kiddies will really enjoy this heap big Injun Chief—if Dad will ever give them a turn! Just squeeze the Chief around the tummy and Wham! . . . the Chief blows his cork and feather headgear 8 to 10 feet into the air. Feathers are adjustable for greater spin and height. Rubber. A 7417 98c



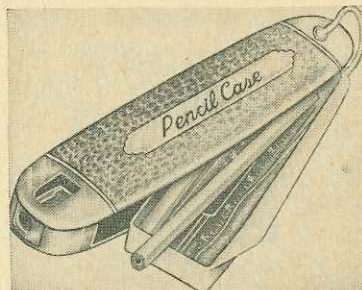
12 Imported French Lollypops

The bib-and lollypop set and all candy connoisseurs will delight with the different natural fruit flavors . . . the transparent stained glass beauty of these delicious lollypops. Each 1¾" disc is brilliantly colored; firmly attached to paper sticks. Acetate-covered gold gift box contains 12 lollypops. A 8403 \$1.00



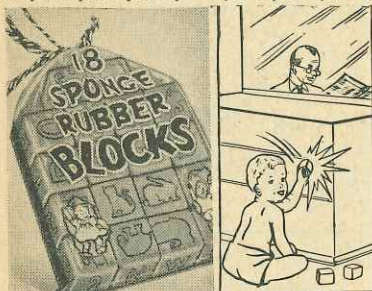
Personalized Pajamas

They Glow-In-The-Dark! Boys! Girls! Wear these bright, gay, exciting pajamas with your own name on them. Glowing luminescent colors are fire-bright; guaranteed washproof and color fast. Fine combed cotton knit, full cut. Contrasting ribbed collar, wristlets. Elastic waist band. Needs no ironing. Specify 4 to 14; boy or girl; maize or blue DA 3659. . . \$2.95



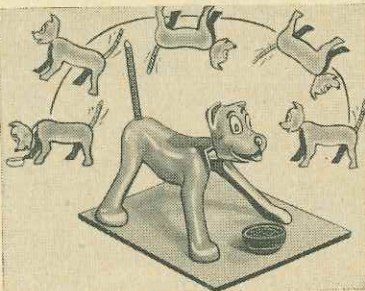
Knife-Riter Pencil Case

Looks like a giant jack knife but it's actually a colorful pencil case for "budding literary giants!" 10½" long and crammed full of writing necessities—3 pencils, pen holder, ruler and a concealed pencil sharpener in one end. For "back-to-school", Xmas, anytime. Plastic with a belt loop so it can be worn to prevent loss. A 8590. . . 59c



Sponge Rubber Play Blocks

Mom, don't worry about Baby putting these toys in his mouth—or throwing 'em at costly furniture either! Gay, pastel colored blocks are of safe, non-toxic, soft sponge rubber . . . bounce harmlessly when thrown or dropped. 1¼" squares are completely washable, easy to keep germ-free; teething safe. A 8428, Set of 18 98c



A Toy! A Game! A Trick! ACROBATIC FINICKY FIDO

Finicky Fido never tires of performing acrobatic back-flips. Push his head in his food—he wags his tail and then — WHAM — he flips and lands on his feet. He's gay and colorful; his expression fascinates young and old alike. An eager playmate for junior, a perfect "doodler" for Dad. Durable plastic. A 8437 49c



Personalized Hot 'n Cold Lunch Bag

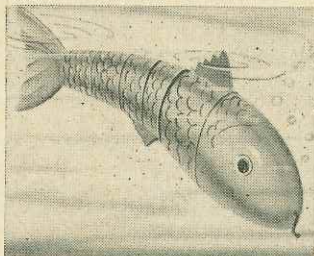
No more lost lunches when junior or sis has her name smartly personalized on the front. And, now give them what you really want to. Clever, tartan-plaid Bag is fiberglass insulated to keep food hot or cold—keep all foods fresh. Soft, pliable, it folds for easy carrying. 3-sided zipper. 3"x10"x5". Mom, use it for shopping. PA 7263 \$1.49



For Just "Horsing Around" SASSY HORSE

Laughs aplenty are assured when his flexible soft plastic body is twisted into thousands of amusing positions at your command. Stays in any position—standing, sitting or even flying. Brilliant, non-toxic color, he's the washable, unbreakable fun parade leader.

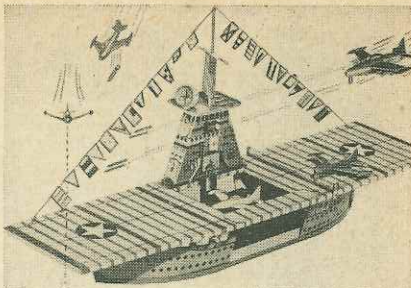
A 3759 \$1.00



He Actually Swims . . . SWIMBO BATHTUB FISH

Imagine taking a bath with a fish! Silly, isn't it? But not to small fry who actually rush to take a bath when they can wind up Swimbo and watch him twist, turn, dive and float through the water just like a real fish. He'll make a "big splash" with any tot. Plastic. 6".

A 7266 79c



Deck "Clears" For Action!

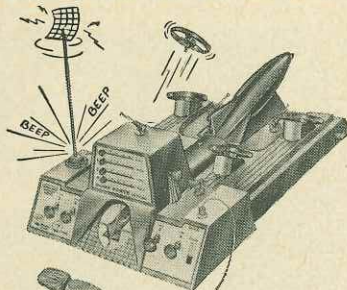
GIANT 3-FT. STEEL AIRCRAFT CARRIER

Now Hear This—Now Hear This: All steel Carrier is a full 3-feet long. Has real signal flags and rotating radar screen. Crank raises planes from hangars below to flight deck level. Includes three 6" jet-action plastic planes. One fighter fires rockets, 1 fires shells from its nose, the other drops bombs. Stands 10" wide and 14" above rubber wheels, fun indoors or out. Planes are each 6" long with 5½" wing spread. A 8514, Complete.. \$4.98



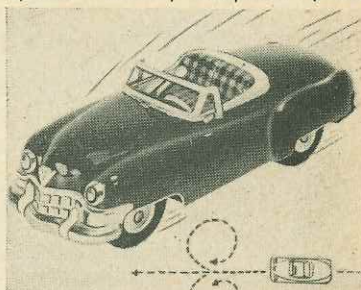
Thumb Sucking Given Up!

At last!—a proven Thumb Guard that causes no frustration—no punishment—and doesn't hamper freedom of fingers and thumbs. Flexible Plastic Thumb Guards fasten on wrist and over the thumb. Spare the rod yet end unhealthy habits. Prevents mouth pressure. A 7185, 9-18 mos.; A-7186, 18 mos. to 4 years; Per Pair \$2.49



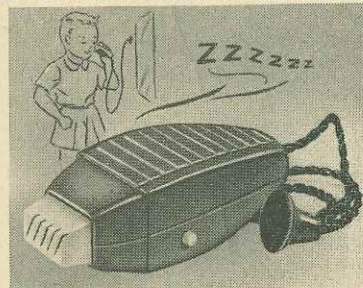
14 Action Features In 1 Toy!

Has more action and movement in it than in a bushel of toys! A "just-like-real" base of operations. 6" Rocket missile and 4 saucers fire into the air up to 30 ft. high! Can be sighted on periscopic screen! 5 anti-aircraft guns turn, radar antenna rotates! Complete with make-believe mike. No wires, batteries. Plastic. 14"x9½"x5½". A 8546 \$4.98



Electric Motor Convertible

There's a sleek new "Caddy" in Jr's future! This distinguished toy convertible is off at a touch of the gearshift . . . forward or in reverse. Car is driven by new-type electric motor powered by standard flashlight batteries. Has an all-metal body with balloon-type adjustable tires. No winding! No connections! Set it . . . see it go! A 8541... 98c



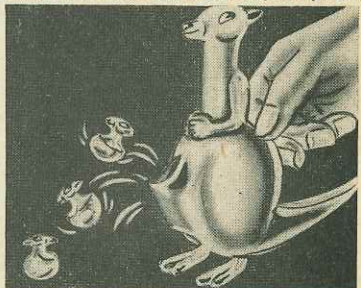
I'm A Little Shaver

Now little shavers can shave right alongside Daddy. Dad and Junior become real pals as they share the shaving mirror. Realistic looking plastic razor buzzes and whirrs like a real shaver. Operates on flashlight battery (included). Completely safe—there is no cutting edge. With cord and case. 6½" long. A 7451 98c



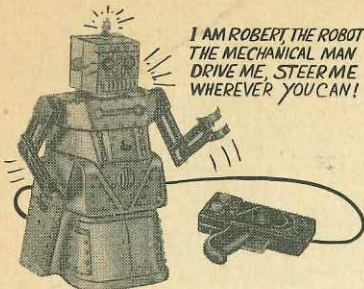
Gay! Colorful! Giant 5 ft. x 3 ft.! CIRCUS TRAIN WALL MURALS

A thrilling Circus Wall Mural any child will adore! Reproduced in 6 gay, vibrant, durable colors to brighten bedroom, playroom, nursery walls. No tools! No paste! Apply in minutes. Use as shown—or cut them out and create your own designs . . . ideas and instructions included. Washable, removable. A 8404 \$4.95



Katy Kangaroo has Jumping Babies

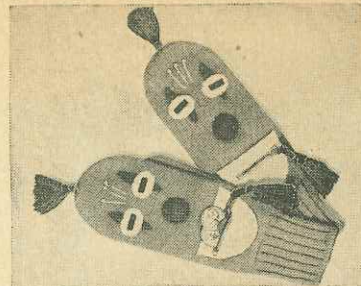
Katy has the hardest time trying to keep her baby Kangaroos at home in her pouch! Just press her down and the wayward babies jump out one at a time. The Kiddies love to see 'em jump and do their silly antics . . . keeps them amused for hours. Brilliantly colored plastic. 4" x 3½". A 3431 59c



The Man Of Tomorrow!
THE WALKING, TALKING ROBOT
 Martians beware! He walks forward and backward, turns, moves his arms up and down at your will. His hands will clutch objects as he walks if you so command. And he speaks—so clearly that he's easy to understand. Off-on switch controls flashing lights in eyes and antenna. Easy battery replacement. 14" tall. Plastic. A 8406 **\$5.98**



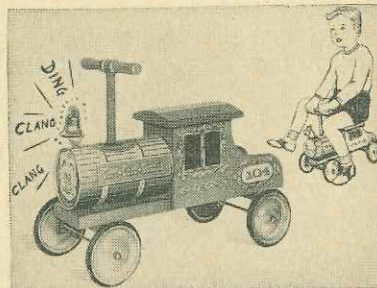
Thrills! Action! Sound!
ACTION CARS DO EVERYTHING!
 Sound effects youngsters love. Police car's gun moves forward, bangs and recoils automatically. Fire chief car's bell clangs to warn other cars on road. Taxicab's meter registers fare . . . and shows mileage, too. Family sedan's wipers are swishing back and forth automatically as they're riding along. 4" long with rubber wheels. Steel. A 4032, Set of 4. . **98c**



Well Shut My Mouth!
ZIPPER-LIP POCKET MITTENS
 These deep pocketed Mittens are real blabber-mouths, but a tug on the tousled zippers seals 'em up . . . protects errand and movie money. These comical snuggles have gay Halloween faces of soft, colorful yarn sewn sturdily on ever-so-warm wool. Tiny tot's valuables are safe from now on. A 8743, Size 5; A 8744, 6; A 8745, 7; Pair. **\$1.50**



Personalized Musical Ball
 The tiniest hands can "Twist-A-Tune" . . . turn it either way to hear it play. Circus bright plastic ball is gaily hand-painted with any child's name. A simple twist by small fry and out comes melodious music. Designed with raised animal figures; also makes ideal rattle. 2-9/16 dia. Give first name. PA 8476, Each **\$1.25**



Ride Choo-Choo Charlie!
 With throttle open and wheels jingling, this colorful locomotive will put tots 'n toddlers on the tracks of delight! It's big and sturdy so kids can ride, pull, or push it. Beautifully lithographed and painted in sparkling red, yellow, blue, silver and gold. Metal wheels have rubber tires; bell rings loud and true. SA 8480 **\$3.98**



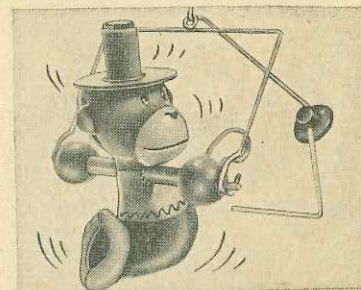
Automatic Begging Puppy
 How can you help but lose your heart to this fuzzy little bundle of joy? He walks—begs for his supper, bends to get it, eats and when he's all through, he sits up and thanks you. Does it over and over. Colorful, shaggy body makes you think of a real dog. Wind him up—he's off into animated motions. A 1642 **\$1.00**



Calling All Young Athletes—
PERSONALIZED "T" SHIRTS
 They'll be so proud when they see their first name in gay, big red letters on fine quality, all white T shirts! Of long wearing, flat knit yarn with rip resistant seams. Launderers in a jiffy. For boys and girls. Small (2-4); Medium (6-8); Large (10-12); Extra Large (14-16). DA 4391, Each **\$1.00**
 DA 4392, Two for **\$1.89**



Real TALKING Pictures!
ELECTRIC HOME MOVIE THEATER
 Mickey Mouse Club characters flash across a big 12x9" screen complete WITH SOUND. Kids laugh at antics, thrill to voices. Battery-operated projector has focusing lens, tripod, push-button film advance. Double feature includes two 10-frame film strips and unbreakable 78 RPM descriptive record. A 8746 **\$2.98**
 A 8747, 2 Extra Films, Record. **.69c**



Amazing Mr. Monkeyshines
NEVER STOPS DOING TRICKS!
 He flips, flops, turns, twists for hours on end! Just dip his hat in water and he goes on perpetually. He'll amaze you, he'll daze you! Boys and girls of all ages roar at his anthropoid antics. Dressed in jungle colors, his suction cup tree "grows" on any wall or hangs on a string. 7" tall. Plastic. A 7347 **98c**



They Embroider Their Own Name! CHILD'S "I MADE IT" APRON

This will make any Junior Miss mighty proud! Wait 'til she shows off an apron with delightful picture and her very own name—and she'll embroider it all herself! Unique kit gives future homemakers cloth and frilly lace, needles, instructions—all she'll need for sewing her own little apron, with her own name!
A 8430\$1.79

I walk without winding!
I'm the electronic-action doll!
Just flip my switch and I'll walk to you ALONE! No holding!



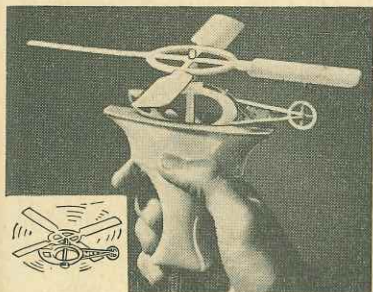
I Walk All By Myself! ELECTRIC WALKING WONDER

"I'm Wanda . . . and I'm looking for a mommy just like you." I'll walk all alone and you don't have to wind me up or hold me. You can comb my washable, rooted hair—and set it, too! Just flip my switch 'cause I love to walk with little girls in my pretty party dress. I'm 20 inches tall and operate on standard flashlight batteries. JA 8479\$14.95



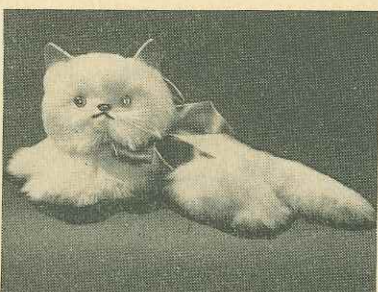
All Weather Dri-Jeans Have Boots END WET FEET AND LEGS

Snug as a bug in a rug! Let it rain, let it snow . . . Dri-Jeans slip over clothes—keeps boys and girls warm, dry-as-toast from feet to waist. Even red boots are attached. Of water-repellent, rip-resistant Vinyl-film; all elastic waist band. Washable. A 8737, 18 mo.-2 yrs.; A 8738, 3-5 yrs.; A 8739, 6-8 yrs.; A 8740, 10-12 yrs. Each...\$4.98



"Jet Propelled" Helicopter

With the grace of a bird, this Super Helicopter soars off into the heavens carrying little hearts along. Just wind the knob . . . pull the trigger . . . it's automatically launched into the sky. Flies until it's over four stories high . . . hovers, circles gracefully and comes down, landing gently. Durable plastic. 8 1/4" dia. A 6430\$1.00



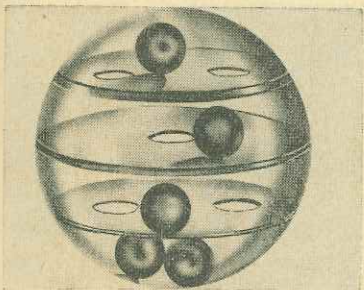
Big As Life 18-Inch Angora Cat

Soft, squeezable Kitty becomes every child's bedtime favorite. Looks real enough to lap up a saucer of milk, Feels so life-like you can't resist stroking its long, silky coat of pure white Angora rabbit fur. Embroidered nose and mouth, sparkling blue glass eyes and cute pink ears make Kitty loved like a living pet.
A 8483\$2.98



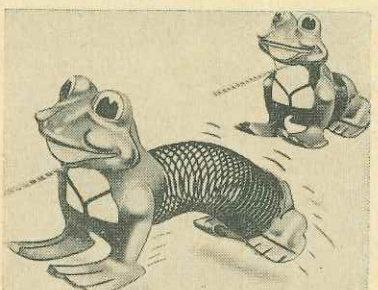
Trick Squirt Water Pistol

Imagine their amazement! Point barrel in one direction, squirt a wet surprise in another. Aiming knob directs stream to right, left, anywhere in full 180° swing. Pistol is big, molded plastic. All can see where it's pointed, only the shooter knows who should duck. Extra large water capacity.
A 850349c



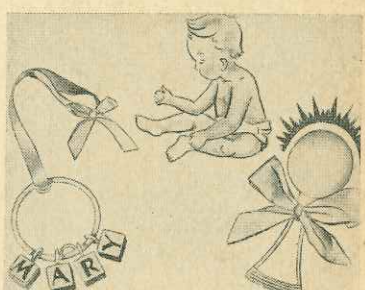
Intriguing Play for Your Tot! CLEVER PUZZLE BALL

Teaches youngsters coordination. The object is to get all 5 colorful balls to fall through the holes on each of the 3 platforms and down to the bottom of the ball. It's not as easy as it looks. Wonderful bath toy, too . . . it floats. 4" across. Made of clear unbreakable plastic. Fun for every youngster.
A 461498c



Frisky As A Real Live Frog! "MR. WIGGLE'S" LEAP FROG

He hops-hops-HOPS—right onto your youngster's funny-bone. This excitingly different pull toy will captivate one 'n all as he actually leaps along the floor! Hi-impact shimmering green plastic body has lovable black and yellow POP eyes. Quality steel spring projects Mr. Wiggle's into lively action at just a Jr. size tug.
A 847598c



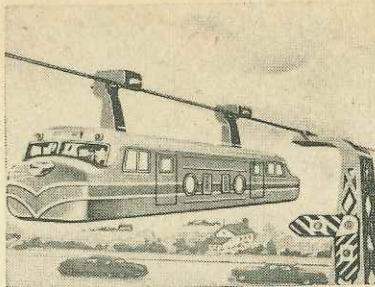
Personalized Teething Rings BABY'S OWN RATTLES

Even wee-ones appreciate a personal touch—when it's as practical as this 4" Teething Ring Rattle. Safe, sanitary plastic has any 4 letter name (or baby's initials) in color on snowy white blocks. Specify name; pink, blue, yellow or red color. DA 8433\$1.00
Glow-In-The-Dark Ring-Rattle. (Not personalized). A 8467...59c



Shhh! Turn His Tail and Listen to MUSICAL TEDDY BEAR

It's love at first sight when the nursery crowd cuddles this soft, furry Teddy Bear! And, oh! how little eyes will light up with delight when they turn his tail and out comes a merry tune. He's brilliantly colored in brown and gold, with a gay ribbon around his neck. 10½" tall. Sure to please every youngster. A 5027\$1.95



Tomorrow's Idea—Today's Fun! ELECTRIC MONORAIL TRAIN SET
Z-O-O-O-M! Kiddies (and Father, too) will be thrilled as the Monorail Express whizzes around its 8 feet of oval overhead track! 7½" colorful metal cable car is battery powered . . . goes forward and backward. Set has 8 streamlined monorail towers, pylons, horizontal support clips and tower bases. Safe, no electrical connections. A 8529, Complete..\$2.98



Teach Him To Dress As He Plays! THIS APRON ACTUALLY WORKS!

"Mommy, will you? I can't . . . tie my shoes, zip my zipper, buckle my belt, etc.!!" No more wondering how to make learning these little tasks a pleasure! Small fry will love to practice on this fascinating apron. Appliques **actually work**. Bright, merry colors completely washable, 2 roomy pockets. Straps adjust to fit child 1 to 5. A 8517....\$2.95



Personalized Shoe Shine Bucket

Hand lettered name of family's young business man lets all his customers know he'll shine 'em up for 10c. Hand made of sturdy maple. There's a footrest on the cover; room inside for cloths, brushes, polish. Helps youngsters keep their own shoes spic 'n span. 10" high. Dad will use it too. PA 789\$2.95



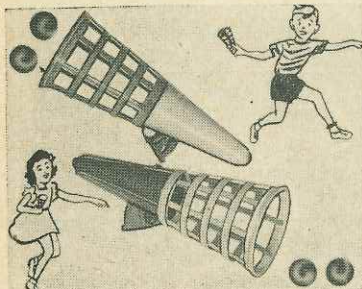
100 Toy Doll Cutouts—\$1.00

Most unusual collection of dolls ever assembled. Imagine dolls of every country in the world in fully authentic costumes, in natural rich colors; from: China, France, Switzerland, India . . . 100 in all. Dolls are 5" high, made to stand, and printed on durable card stock. Also can be framed. Educational—keep 'em for years. A 8474, 100 for.....\$1.00



3-Way Roll-A-Pin

Here's a tiny tot toy that solves the "what makes it tick?" quandries. Take it apart, put it together, roll it, or stack it too! 7 gorgeous rainbow colored discs make a Jr. size rolling pin—or a tower of gleaming color that'll keep 'em amused for hours 'n hours. Safe velvety sanded hardwood. 13" x 11" x 10". A 8601\$1.25



Gee Whiz, It's Fun to Run and PLAY BALL WITH GEE-WEE

"I'll shoot the ball and you catch"—fascinating fun with Gee Wee! This exciting game consists of 2 tough plastic cones with built-in trigger. Put in a harmless plastic ball, press the trigger and the opponent must catch the ball that's shot out. A dandy game for indoors or out, provides healthful exercise. With 4 balls. A 518398c



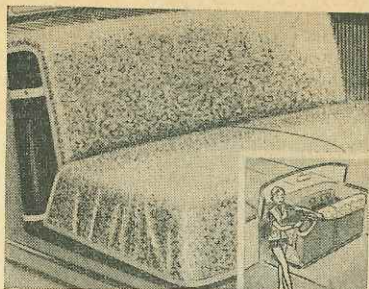
She "Attracts" Affection! MARY WEARS MAGIC CLOTHES

Mary's so lovely . . . and she has a "magnetic" personality. She wears really magic clothes that are held on by "Fairy Dust" (really a concealed magnet). Her 15 different, colorful, stylish dresses go on and off in a jiffy—no pasting, no tabs to fold or tear. Adorable fashion queen stands 10" tall—all by herself. A 7375, Complete\$1.00



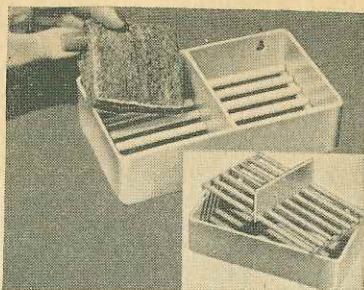
It Really Cleans! JUNIOR MISS VACUUM

Actually works and hums like Mom's—only it's safer! No wires or plugs—runs on 2 flashlight batteries. Actually picks up dust and ashes. Sturdy metal, large colorful dust bag and "dust-hunter" light to pick out specks. Little housewife's delight at its sight. A 7408, Deluxe Model\$4.95 A 7409, Jr. Model\$2.95



Built-In Comfort With TERRY CLOTH SEAT COVERS

Terry Tuckers—luxurious new seat covers never get hot from the summer sun . . . yet, retain warmth on winter days. Soft, absorbent terry cloth with plasticized stays to fit any car snugly. Truly versatile seat covers double as furniture covers, too! Reversible; washable. Grey, green or gold. A 6871, Solid seat; A 6872, Split seat. Each . . . **\$5.95**



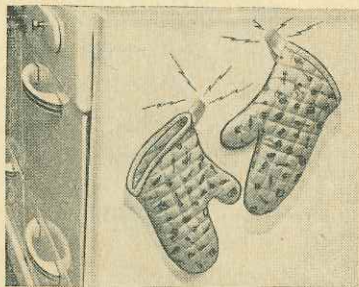
Pads and Soap Stay Clean and Dry END SINK TOP MESS!

Said the soap to the scouring pad, "Aw, dry up!" And sure enough, in a Dual Dry drip box, pad and soap keep dry, side by side. 2 compartments with removable grid allows drainage and easy cleaning. Rusty, messy scouring pads; soft slippery soap become a problem of the past. Stand on sink or hang above sink. Plastic. $6\frac{1}{2}$ " x $3\frac{1}{4}$ ". A 6925 . . . **69c**



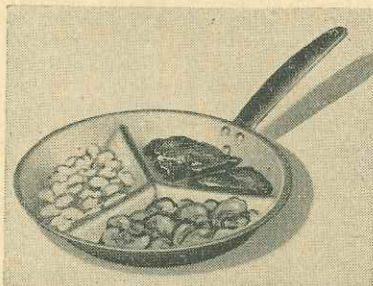
Repair Concrete, Brick—Yourself With LATEX CONCRETE

Easy-to-use, scientifically formulated Latex Concrete repairs broken step edges, cracks in walls, walks, driveways, floors, curbing. Apply thin as $1/16$ " or more than 1" thick as needed. No chipping required. Concrete color. Waterproof. Use indoors or out. Long lasting kit has special cement, rubber latex, trowel. A 8302 . . . **\$3.95**



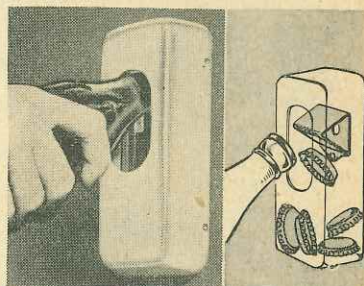
Magnetic Oven Mitts

You'll banish all your present pot-holders to the garbage can when you get these. Powerful magnets make them cling to your oven or any metal object. Heavily quilted and padded to give complete protection to your hands from heat and steam. Completely washable percale in gay, match-all colors. A 5784, Pair . . . **98c**



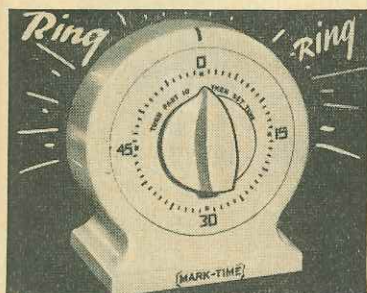
3-Section Skillet—\$1.25

Prepare an entire meal at one time! Regular frying pan divided into 3 sections saves time—money—food. Quick-heating, easy-to-clean pan fries eggs in one section, bacon in other, potatoes in third. Ideal for warming up left-overs, baby food. 10" diameter holds an entire meal. Use only 1 burner, you wash only 1 pan. A 8018, Only . . . **\$1.25**



Opens, Catches, Stores Bottle Caps

Attach this dandy Bottle Opener to any wall. It lifts caps without pulling, tugging or straining. Caps fall into white metal case that holds 50 bottle caps. Case cover is removable for easy emptying. Easily installed in seconds on kitchen, pantry, recreation room wall. Sturdy metal with gleaming enamel finish. 6" high. A 5261 . . . **\$1.00**



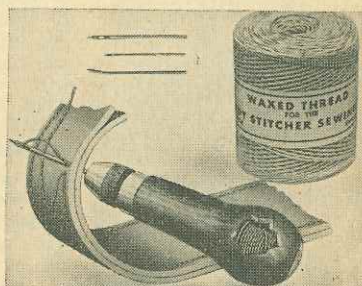
Calls You When Food is Ready! PORTABLE KITCHEN TIMER

A resounding G-O-N-G calls you! Wonderful in kitchen for timing, baking, roasts, stews . . . any food. Ends burned foods, spoiled meals. Swell, too for timing children's games, home permanents, forthcoming TV programs, appointments, etc. Simple to operate . . . merely turn knob to desired time—no winding. A 4628 . . . **\$3.95**



Keep Kitchen Utensils Safely at Hand MAGNETIC KNIFE HOLDER

A "gripping" idea! Easily mount Magnagrip on any wall or cabinet in your kitchen. Just touch knives, scissors or other steel utensils to the 8" rack. The lifetime magnet holds it securely at your fingertips until needed. Perfect in garage or workshop for tools, etc. Durable white enamel finish on sturdy steel. Wipes clean. A 3411 . . . **\$2.25**



Sews Any Heavy Material AUTOMATIC SPEEDY STITCHER

Use it for mending shoes, upholstery, auto tops, saddles, baseballs, etc. Sews a lock stitch like a machine. Easy to handle—weighs only 6 oz. Handy around house, camp or any place where heavy material has to be sewn. Kit includes awl, 180 yards of waxed thread and extra set of 3 needles. A 5752, Complete Kit . . . **\$2.95**



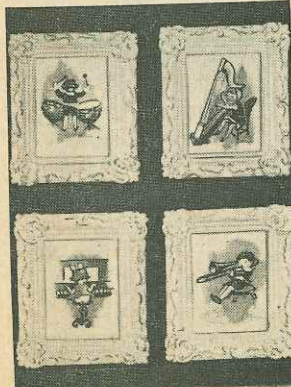
**Personalized in Gold!
Olden Coach Door Sign**
A touch of yesteryear to add a note of elegance to your home or apartment. Handsomely personalized with your name in 24 Kt. gold, this durable silhouette with rich, black satin finish can be easily attached above your doorbell or mail box, on any door, gate, etc. Adds friendly warmth to your home—helps guests find it, too! Of tough polystyrene plastic.
PA 8260\$1.00



**HYPNOTIZE! . . .
FRIENDS (or Yourself)**
Learn the secrets of hypnotism—in minutes! Amazing scientific record is absolutely safe . . . lulls subjects into deep hypnotic sleep—then turns control over to you. Second record induces self-hypnosis and imported hypnotic gem serves as aid with or without recordings. Helps you or friends cure smoking habit, sleep soundly, lose weight. With "do's"—"don'ts."
A 8512\$5.00

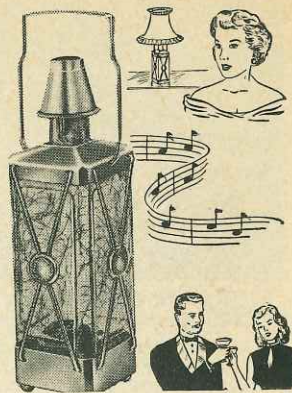


**Delightfully Decorated
Tiny Holly Candles**
It's the color, the little touches around the house at Christmas that make it such a gay and enjoyable season! And these charming little candles (they're just 4" high) will inspire you to make your own mantle or table decoration, individual place settings, etc. Imported from Denmark, candles are white with rich red and green color, holly design.
A 8424, Set of 12 \$1.00



**They're The Cutest . . .
Wee Musicians**
Classic prints bring back nostalgic memories of our own "recital days" . . . and inspire modern "wee musicians." Painted in full color by the famous artist, Lowell, they'll bring chuckles and sunshine to any room. Snowy-white shadow frames. 3½" x 4¾". A 8024, Piano; A 8025, Horn; A 8026, Drums; A 8027, Harp. Each59c
A 8028 Set, all 4. \$2.25

**Pour-A-Tune
Musical Decanter**
Cocktails or coke . . . and a rousing party melody! Just lift and pour—thrill as this lantern-inspired decanter offers a musical toast. Fired with strands of 24K gold, it holds 26 ounces (standard fifth). Unique cap matches golden anodized frame, doubles as a jigger. Convert into a lamp. JA 8610, "How Dry I Am"; JA 8611, "For He's A Jolly Good Fellow."
Each\$9.95

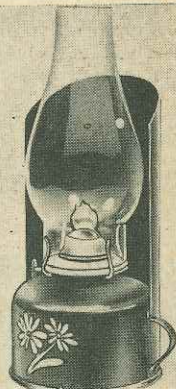


**Stunning Lavabo
Planter, Cherub Set**
Beautiful groupings to reflect classic elegance of Italian Baroque. Authentic reproduction is perfect for foyer, living room, dining room, etc. Lavabo and planter or cherubs come in antique ivory with trim of gold, black, pink, or turquoise—mix or match 'em. Measures 23" overall; made of quality stone plaster. DA 8748, Lavabo and planter ..\$9.98
DA 8749, Two Cherubs Only\$2.98



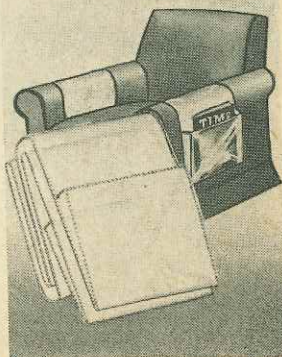
**Cape Cod
Kerosene Lamp**

It's decorative and smart as an antique, yet is a real oil-burning lamp. A versatile friend for unexpected power failures. An exact duplicate of an old Cape Cod antique; it's hand-painted tole on black background enhances any room. Gives a brilliant un-flickering light; wick turns up and down for light adjustment. 8¾" high.
A 8612\$2.95



**Arm Chair
Saddle Bag**

Your favorite books, magazines, newspapers—even knitting is right at hand when you relax in your most comfortable arm chair! Saddle Bag slips over the arms of the chair and under the seat. 2 big pockets—1 on each side—hold everything from TV programs to slippers. Fits beds, sofas too! Saves wear and tear on chair arms. Heavy plastic.
A 6398\$1.29





"Tom Tabby" Cat Blackboard

Here's a cat with personality! Tom's grinning face and 2 white chalk whiskers invite small fry to scrawl and scribble, or practice their readin', writin', 'n 'rithmetic. Mother finds Tom helpful in the kitchen too; as a reminder board or shopping list. He has a bright red nose, wooden felted eraser for a tail and 2-pieces of chalk for whiskers. 17 3/4" x 11".
A 8464\$1.49

Furs For Your Doll

Mink? Not quite, but it's real fur! Luxurious white sheared rabbit for dolls 6" to 18" tall. If dolls could talk, they'd ask Santa for a Fur Ensemble lined in white satin . . . like this one. Little mothers dress their dolls with pride in the stunning coat, hat and muff they'll really adore. A 7426, For 6" to 8" dolls, Per set. . . \$1.95
A 7427, 12"-14" dolls and A 7428, 14"-18" dolls, Per set. . . \$2.95



"Quickie" Hot Pot ... Only \$2.95

Now, make "instant" coffee, really "instant." Just add water, plug in any outlet and in a few seconds have boiling water for coffee, tea, cocoa, bouillon, boiled eggs, etc. Jewel-like polished aluminum, 3 cup capacity. Use it anywhere . . . work, home, hotel, motel. Has super-fast 400 watt Emerson element. U.L. approved. Uses standard appliance cord. JA 8721. . . \$2.95
JA 8722, 6' cord. .89c

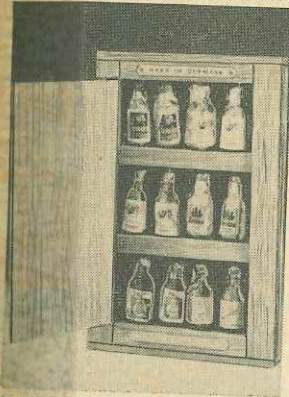


For All Good Cooks— 11-Pc. Gourmet Set

Looking for something bright and cheery for your kitchen wall . . . something useful as well as pretty? This Spice 'n Salad Set will catch your eye . . . the ceramic containers have a pert, rooster design, the rack is handsomely wood-grained. Holds all necessities: oil and vinegar cruet, salt and pepper shakers funnel, salad fork and spoon, and 4 pull-out spice drawers. 10"x13". A 8504 \$4.95

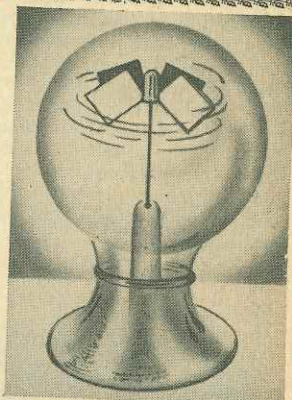
Liquid Filled Chocolate Bottles

Give Christmas dinners holiday spirit—without "spirits"! Imported Danish chocolates authentically shaped like bottles of fine liquor. Each Chocolate Bottle is labeled and wrapped in colorful foil . . . and filled with assorted liquid fruit centers of the finest ingredients. 12 little delicacies, 1 1/2" high. Wood-grained finish "cabinet." 7 1/2"x5". JA 8560, 12 for. . . 59c



It Teaches! It Fascinates! Perpetual Radiometer

What makes it move??? No engine, no visible power — yet its tiny vanes keep turning forever! An educational and scientific toy! Light from a bulb, a glowing cigarette, the rays of the sun causes it to move in perpetual motion. It mysteriously transforms light rays traveling thru space into power. Stands 5" high. Never needs care, or attention. A 8617 . . . \$1.00



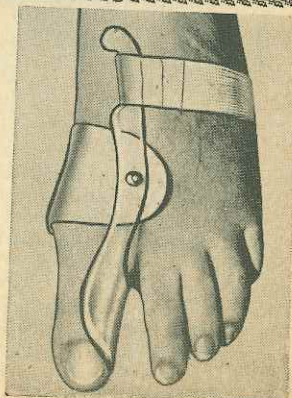
Hindu Cotton Skirts From Exotic India

Vivid patterns of India dramatic enough to captivate a prince! Here is an imported skirt that creates a thrilling "East meets West" flair with any blouse. Authentic multi-color Hindu designs are delicately pressed from wooden blocks on handwoven native cotton. Colorfast and washable in India Red, Black or Cream background. Sizes 24-32. DA 8055 . . . \$4.95



Get Rid of Bunions

For the first time—relief for painful bunions! Hallux Valgus Bandage works as you sleep . . . gets at root of trouble—orthopedically. Gentle, firm lever action of new elastic Rohadur, coaxes big toe into normal position. Splendid appliance helps where it hurts. Specify shoe size; width; Man or Woman; Right or Left foot. DA 8291, Each. . \$5.00
DA 8292, Pair . . \$9.00





PERSONALIZED

Terry E-A-S-Y LIVING COMFY-ROBES

Snap on or off in a jiffy; adjusts to fit perfectly. You'll applaud the super-comfort of these fine, fluffy terry cloth robes. So very handy after bath, beach, dash to phone, or just loafing. Monogrammed with first name, or 2 or 3 initials. Small, Med. Lge.

Snaparong For Men

Great for locker room. Big pocket for shaving gear, cigarettes. White only. DA 1126 .. \$2.95

Wraparong For Ladies

A practical sarong when applying make up, washing hair, etc. Yellow, Blue or White. DA 1127 \$3.95

RED-HOT MAMA

and HOT-SHOT DADDY FLANNEL P.J.s

Gay as a fireman's ball, these sizzling Fire-Red Pajamas are a real boon for cold winter snoozing, watching TV, snacktime, or just plain lounging. You'll applaud the warmth without weight, the attention - getting pearl white buttons and ribbed reinforcing, and the easy-fitting comfort of the notch coat cut. Bottoms elasticized with adjustable gripper snaps. Sanforized, colorfast and so easy to wash.

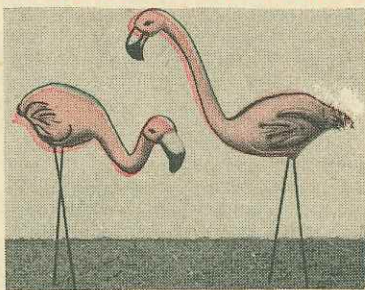
DA 8706, Men's (Specify Size A, B, C or D) ..
DA 8707, Women's (Specify Size 32, 34, 36, 38)



Personalized Christmas Stocking

Won't the wee folk be proud Christmas morning when they find this stocking hanging on the fireplace. Vivid red with a gleaming white cuff on which we'll personalize his or her name in red (if under 5 letters). If over 5, name will appear across the instep in white. 18" long, decked with jolly jingle bells.

PA 8527 \$1.00



Full-Bodied Tropical Flamingoes

Add enchantment to your lawn or garden. Brilliant Flamingoes bring it a lush tropical setting. 3 ft. tall, in BOLD dimensions, natural pink hues are set off by striking black tones. Metyl-methacrylate weatherproof, won't rust, or split. Steel stakes.

SA 7812, Pair \$2.95

Flamingo Silhouettes. 24" tall, same colors. A 6833, Pair \$1.49



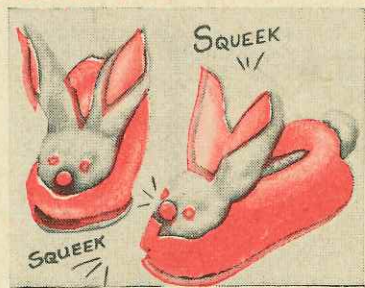
Fire Magic

There's magic in your when you add one of these to the flames! All the shades of rainbow dance forth in witching colorama that will young and old alike. Each chemically treated wax paper over an hour of spectacular. A 6212, Set of 12
A 7622, Set of 24



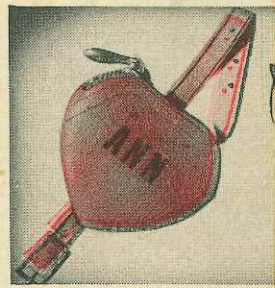
Personalized Reversible Cover

Take real pride in this smart cover that proudly bears your family name or 2 or 3 initial monogram. Soft, fully quilted plastic, artistically hand-lettered in one corner. Elastic edge fits any standard table. Different colors on each side. Specify side to be personalized. PA 5513, Black & Red; PA 5514, Blue & Green. Each \$1.50



Squeaking Bunny Slippers

Just tweak his bright red nose and watch youngsters come running to put on these adorable slippers! Small fry just can't resist these cuddly bunnies made of flaming red velvety plush with big rolling eyes. Leather soles. Keep little "tootsies" warm. A 6043, Small (sizes 4-6); A 6044, Medium (7-9); A 6045, Large (10-12); Pair \$2.29



Personalized Wrist P

"Finders-keepers, losers- the saying goes, but your little red wristband won't ever have to shed. She can play to her heart's yet her money is securely away inside this snap type her wrist. On the lid, we'll first name. Fits any child leather in brilliant red. PA 4227, Inc. Fed. Tax ..

For Little Cooks With Big Ideas!

"MOMMY-SIZE" REFRIGERATOR AND RANGE



Almost as big as Mommy's! These great BIG kitchen appliances will make any little cook's heart pound with excitement. Definitely not miniatures, they're made of sturdy fiberboard and jam-packed with play value. Refrigerator stands over 3 feet high—has actual shelves, freezer and even additional printed shelf space on the free-swinging door. 2 ft. Range has oven, look-in window, clock timer. "off and on" burners, and door that opens and closes.

SA 7369, Refrigerator \$4.98
SA 7370, Range \$3.98



Unbreakable and Washable! DINNER-SIZE XMAS PLATES

The nostalgic touch of a colorful Christmas Tree adds an old-fashioned thrill to holiday meals. China-like plastic plates are 9½" —hold hot or cold foods. Washable in hot water . . . use over and over.

A 8638, Set of 6 \$1.00
A 8639, Set of 12 \$1.95



Christmas And Candlelight STATELY YULETIDE CENTERPIECE

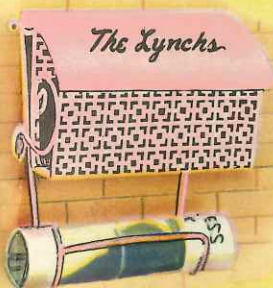
Rustic Christmas trimmings for your holiday table! Cheery cluster of pine cones, leafy boughs festively ribboned and flanked by four majestic candles all included. You'll use this jet black iron lacework centerpiece year round for fruit, flowers, too. 7½ x 18".
SA 8640, Complete \$3.95
SA 6298, Centerpiece bowl alone \$2.95



Easy To Handle . . . Smart To Wear 200 PRETTY PINS—\$1.00

A fascinating Old World Art . . . vari-colored Pretty Pins imported from West Germany. So lovely they can be worn proudly as hat pins or as fashionable accessories. Use for hemming, decorating, marking maps, hobbies. Round glass heads; varied sizes.

A 6895, 200 for \$1.00



Pink Or Black PERSONALIZED MAIL BOX

The season's most distinctive mail box—with your name artistically hand-lettered on the handsome swing-free lid so it GLOWS in the dark. Wrought iron lacework is finished in blushing pink or ebony black. With rack for periodicals. Weatherized. 11 x 11". PA 6706, Black; PA 7460, Pink. Each. \$3.95

Gay Christmas Ribbon ONLY 1c A YARD!

Imagine . . . enough beautiful, shimmering ribbon for packages at this special low, LOW price! You get 2 bolts of ribbon . . . 300 feet in all. Lovely as hair bows, clothes trim, corsages. Quality satin; fused edges; ½" wide. A 8330, Red; A 8331, Green; A 8332, White; A 8333, Blue; A 8334, Gold. Specify any 2 colors. \$1.00



"Ship's Wheel" Barometer-Thermometer KNOW TOMORROW'S WEATHER TODAY!

Truly complete weather forecaster brings the romance of the high seas to modern walls . . . lets you know the weather before you step outside! "Ship's Wheel" Barometer predicts rain, fair or change by registering different colors. Easy-to-read Thermometer conforms to rigid government standards. Over 9½" high this precision - made instrument is encased in a rich, tarnish-proof frame that looks exactly like polished ship's brass. Suitably "land-locked" in any room.

A 7895 . \$1.00



Talking Animal Book



MEOW
BowWow
QUACK
MOO
TWEET

More Fun Than A Trip To The Farm! THE BOOK THAT TALKS — \$1.00

A different animal speaks to your child from every page! Here's a gay, colorful barnyard story with words and sound. The cows MooOO, dog Barks, ducks go Qua-a-ck. Press entire book and all sing out in chorus. Loads of fun—educational, too.

A 8412 \$1.00



They're Just Like Miniature Skis! REAL SNOW SKATES

Wonderful fun and healthful exercise as youngsters skim over the snow—no ice needed. Snow Skates adjust to any child's foot and are made of steam-bent hardwood with grooved bottoms. Aluminum heel plates and sturdy ankle straps for safety. Over 16" long, 2½" wide, trimmed in red. A 3509..... \$1.79



It's Driving Your Way For Christmas! 1957 ELECTRIC GREYHOUND BUS

Just flick the magic "throttle" . . . and away it goes . . . forward or in reverse for hours on end! Driven by ne type electric motor, powered by flashlight batteries (cluded), it's a true-scale model of the 1957 Greyhou Stratocruiser. All metal with balloon-type rubber tires.

A 7674..... \$1

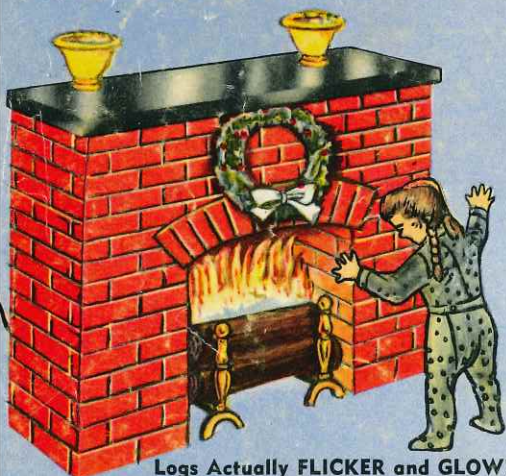


Heaven-Sent To Captivate Your Walls "STAIRWAY TO THE STARS" SHELF SET

Knick-knacks are as high as the moon and swinging or star displayed on this stunning curio heaven. Enchanting different Shelf Set is made of delicately colored, select b plywood. Stairway is 16 x 17"; star is 6 x 6". (Figuri not included). A 7862, Turquoise & Black; A 7863, Wh & Black; A 7864, Pink & Black. Each Set..... \$2

Merry Christmas From You! 100 GOLD FOIL SEALS

Glamorize your gift packages, dress up letters and Christmas cards with stylish Gold Foil Seals. Inside the gay holly border we'll print any two word greeting (Season's Greetings, Merry Christmas, etc.) — and any two first names or family name. Specify greeting and name. DA 7465, 100 for \$1.00



Logs Actually FLICKER and GLOW! FULL-SIZE ELECTRIC FIREPLACE

It looks like the real thing—the logs seem to blaze a merry Yuletide fire! Santa can visit your home in style and "warm" himself by the fireplace. Comes with red-colored "bricks", Christmas holly wreath, simulated andirons and logs. Life-size—almost 4 feet wide by 4 feet tall. Sets up in 60 seconds. Rigid Kraftboard, coated for easy cleaning. Electric socket, cord and flicker included. SA 4553... \$3.95

Conquer Winter's Most Dangerous Hazard! WALK ON ICE WITHOUT SLIPPING!

When ice is on the sidewalk, don't worry! Just put on "No-Slip" Foot Grippers and walk on ice or snow without fear of dangerous, painful slips and falls. Hardened rustproof steel teeth give your feet firm footing on the slickest surfaces. Grippers slide easily over boots, rubbers or galoshes. Elastic band fits women's, men's or children's shoes — any size, any style.

A 4713, Two pair \$1.00

